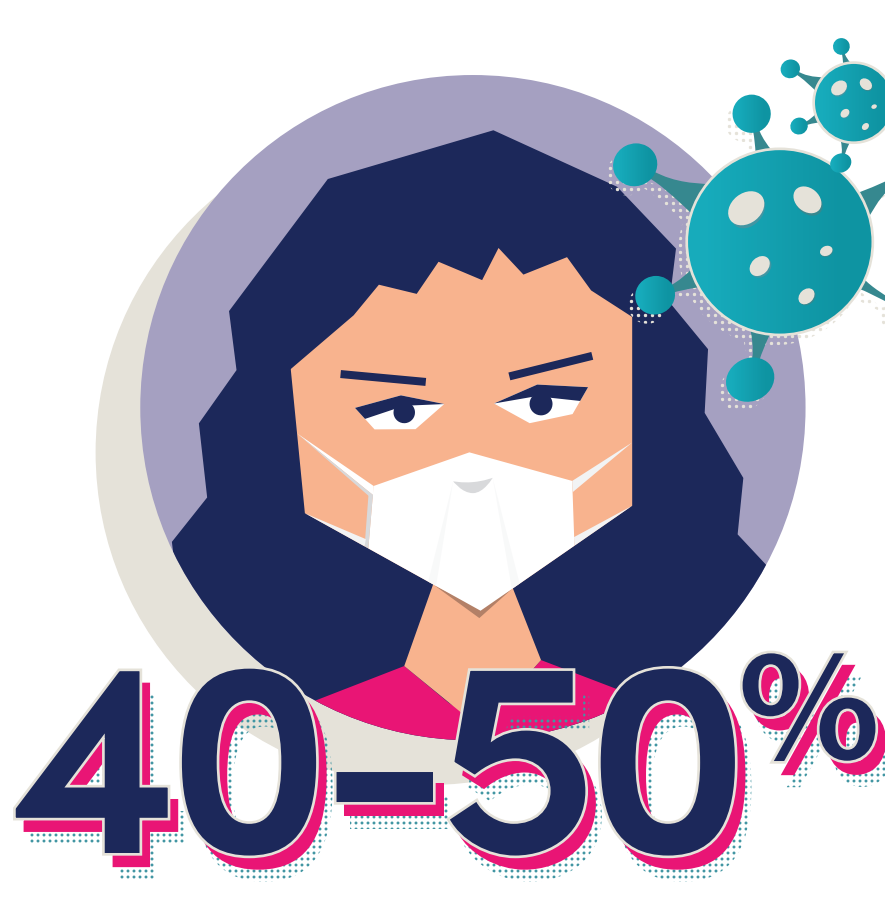


# The #1 secret of successful firms.



40-50% of clients are putting off seeking counsel until the pandemic subsides.

Yet, many firms continue to grow—and have been growing for years.



## The secret?

A client-centric mindset combined with technology.



Client satisfaction is the highest-ranking factor to achieving success among legal professionals with **57% identifying client referrals and reviews as the main drivers of business**. It's also the number one factor for clients when selecting an attorney.

### What do clients want?



53% of consumers say **cloud technology** is a **necessity**. The ability to seamlessly shift between physical and remote interactions will set firms apart post-COVID.



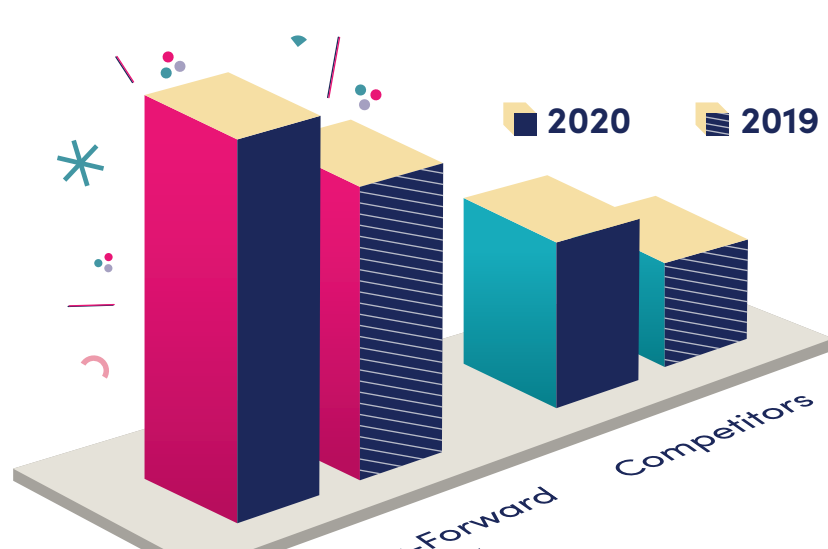
More than **70%** of clients prefer working with lawyers who offer electronic payments and document management.

### Taking the client-centric mindset digital

Technology-forward attorneys outperform their competitors—and the gap is widening.



76% of legal professionals believe that legal services can be streamlined when conducted virtually.



Firms that use multiple legal technology solutions collected

**\$19,541 more per lawyer in 2019,** and are estimated to have collected **\$37,622 more in 2020.**

Technology-forward firms are passing the savings to their clients. According to **Clio's 2020 Legal Trends Report**, these firms are becoming "leaner, more efficient, and more client-centered."

The top 3 attributes that make a lawyer hireable, according to consumers:

- 1 Positive reviews / recommendations
- 2 Lower prices / discounts
- 3 Payment plan options



Meeting the needs of clients while also making the process easy and **convenient leads** to higher **client satisfaction** and, in turn, **new business** through **referrals, reviews, and repeat business**.

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\*Statistics provided by Clio's "2020 Legal Trends Report"

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