

The Managing Partner's Client Satisfaction Report 2021

Welcome to the Managing Partner's Client Satisfaction Report for the UK, 2021.

In this comprehensive examination of client perception of law firm service across the UK, we have worked with Legalease Research Services to assess the strengths and weaknesses of law firms across a range of criteria, setting out clients' appraisal of the quality of the teams they work with, the value they believe they get from law firms, and their confidence in the industry knowledge their legal advisers bring to the work they do for UK companies.

With over 150,000 clients contacted in the UK every year providing scored data assessments of law firm service, we are uniquely able to define objective, benchmark scores by jurisdiction and practice area, making this report the most reliable evaluation of client satisfaction available on the market.

This report is exclusively available to legal500.com profiling firms, and represents the largest survey of its kind ever conducted.

All Managing Partner Client Satisfaction Reports are prepared to statistically valid standards, facilitated by the unparalleled access to the vast datasets generated in the course of our annual research. Those datasets allow us to build scientific indicators of relative law firm performance, measured against the entire market and within specific peer groups and practice areas.

This report focuses on law firm performance in the East Midlands. The tables on the following pages set out relative client satisfaction levels against the wider market, and report how clients in your part of the UK believe the services they provide stand up compared to national benchmark figures.

We're proud to be bringing objective assessments of client satisfaction to the UK legal market for the first time, part of legal500.com ongoing ambition to help law firms provide the very best service to their clients and fine tune the outstanding UK legal profession's engagement with the market.

All findings in this report are guaranteed accurate and correct (within the statistical parameters specified). This is objective data.◆

Georgina Stanley
Editor, The Legal 500 United Kingdom



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Criteria and assessment

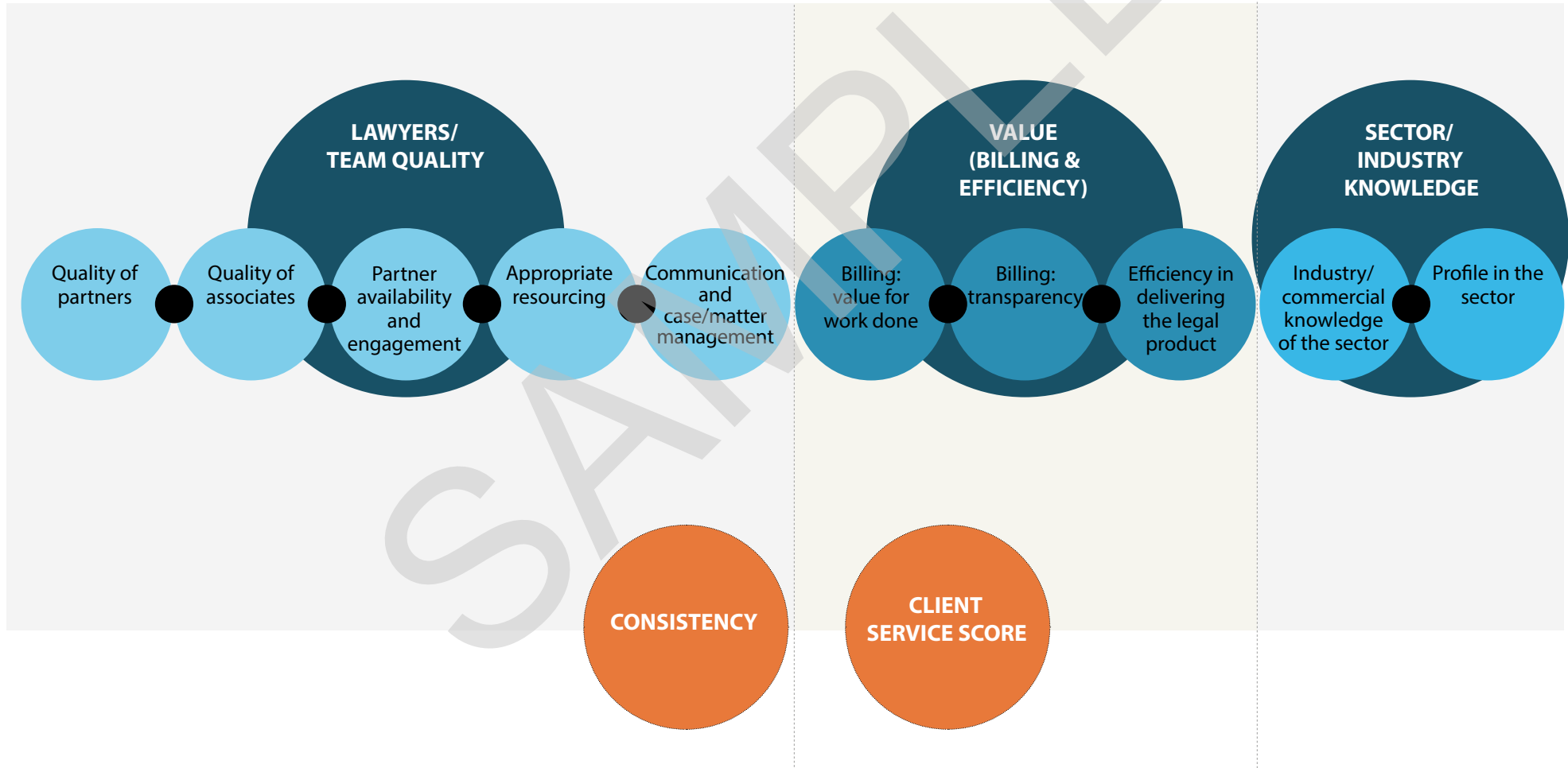
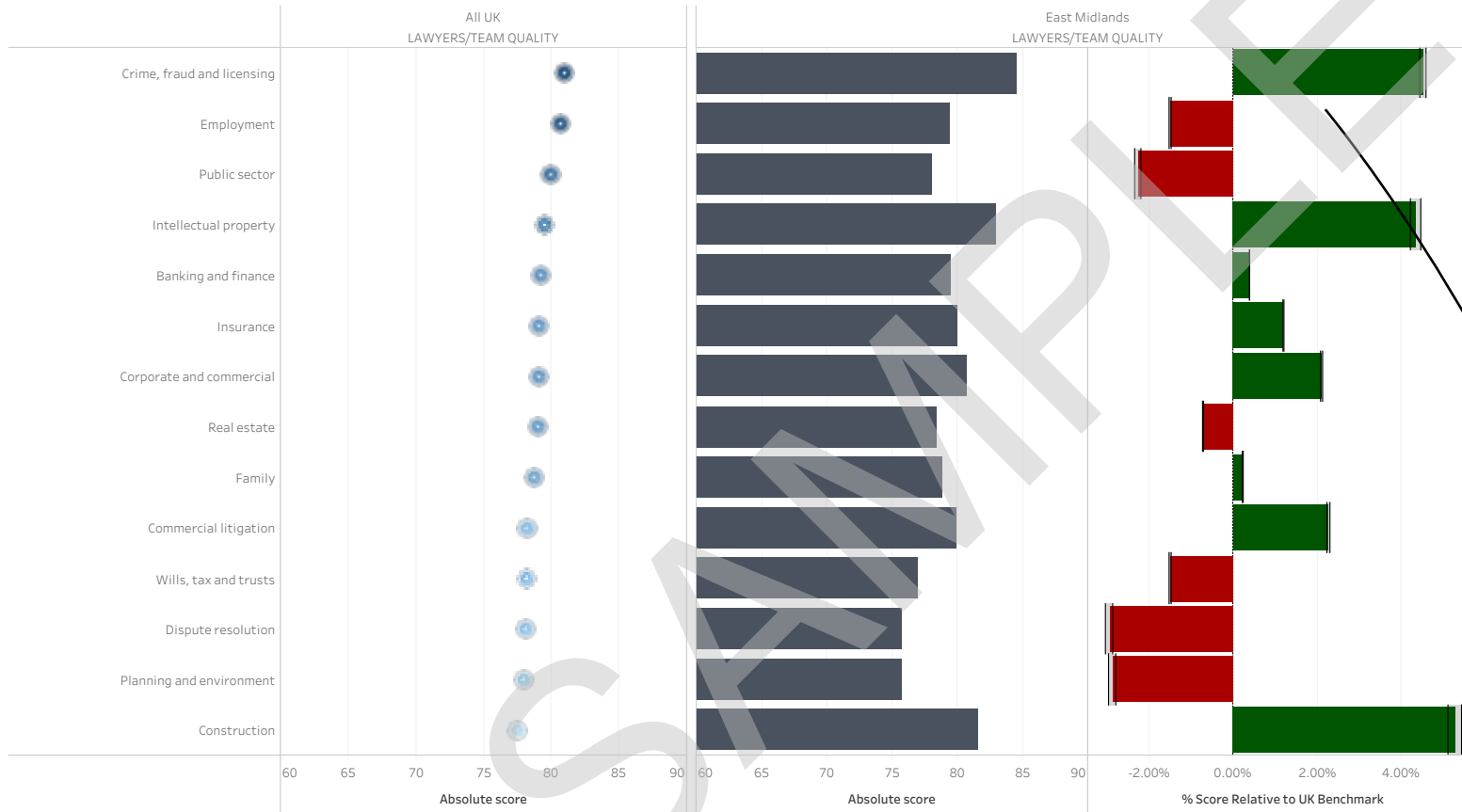


Fig 3.1 East Midlands Client service by practice area compared to UK Benchmark | LAWYERS/TEAM QUALITY OVERALL



This series of charts breaks down performance by business practice area within the East Midlands region. The grey bar charts in the middle show the absolute scores, while the red and green bars to the right indicate more specifically how each of those scores relates to UK Benchmarks for each business practice area (illustrated by blue pin markers to the left). The first chart shows firms' performance for overall Lawyers/Team Quality, with the strongest teams perceived to be found in the crime, fraud and licensing, IP, and construction practice areas, and the least well-received teams found within transport departments.

Note that while the East Midlands' absolute score for employment law in this criteria is fairly high, this score is only marginally above the UK benchmark for this practice area, which nationwide is among the best performing sectors for team quality.

Fig 3.1.4 East Midlands Client service by practice area compared to UK Benchmark | Appropriate resourcing

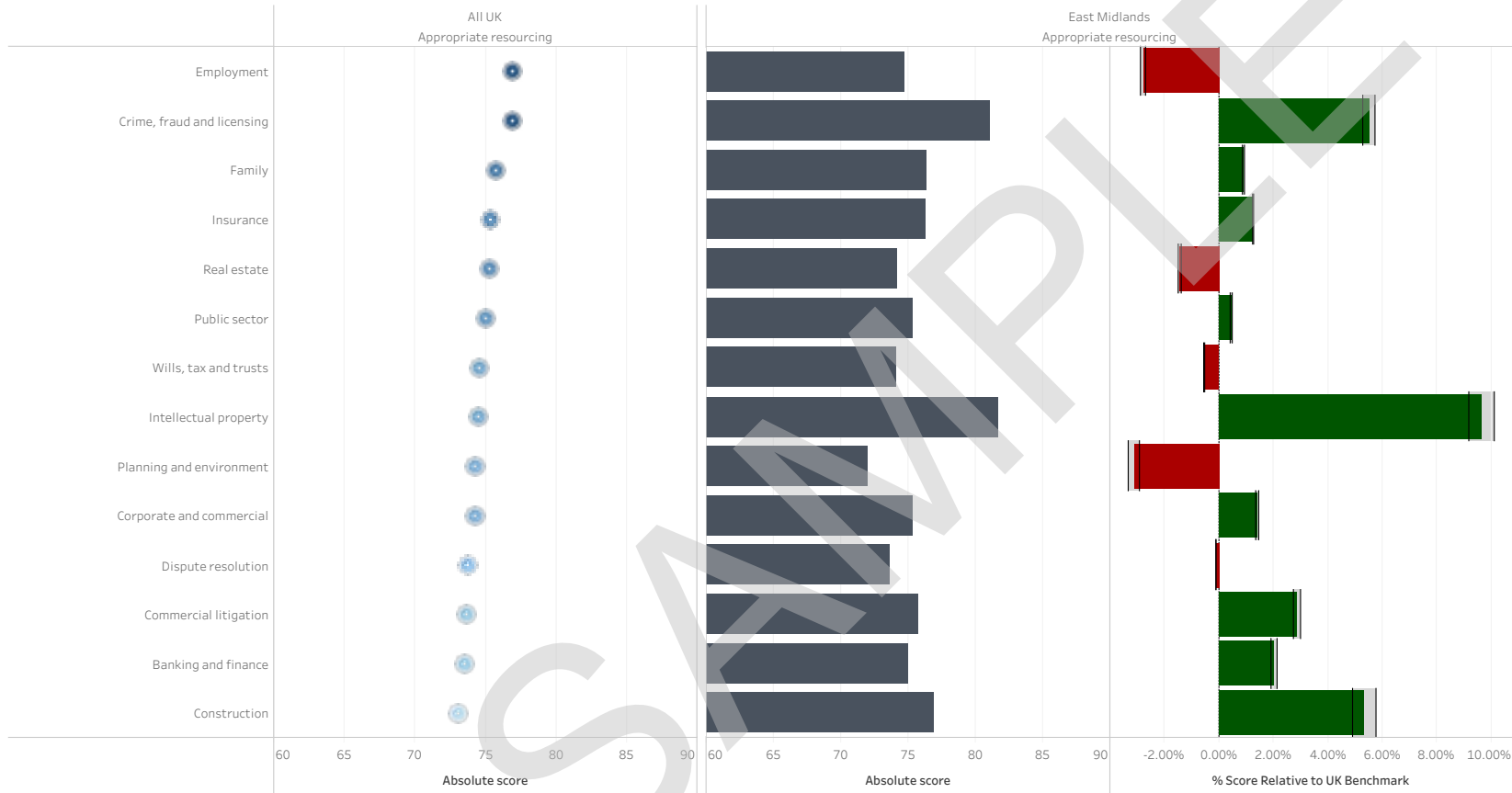
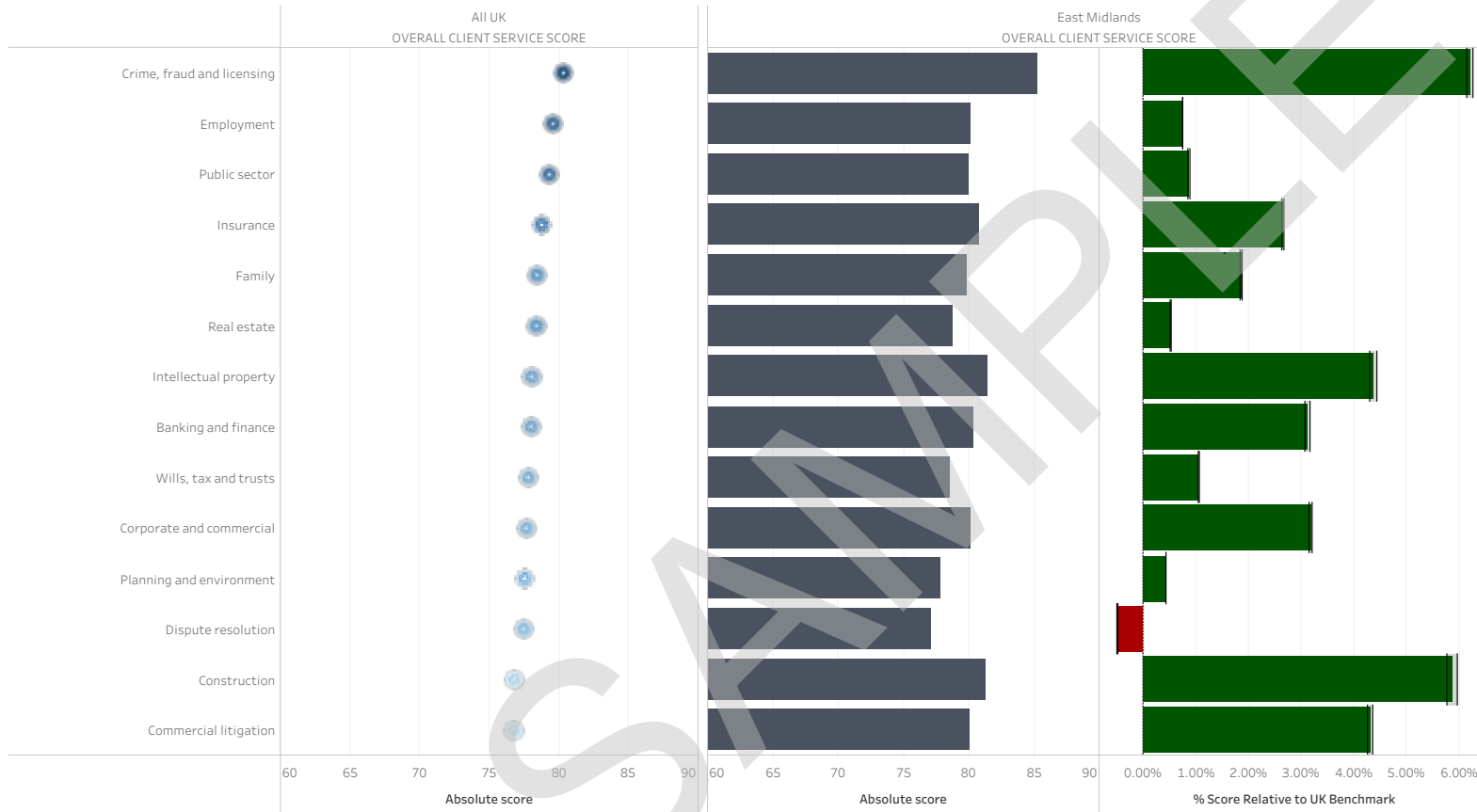


Fig 3.4 East Midlands Client service by practice area compared to UK Benchmark | CLIENT SERVICE SCORE OVERALL

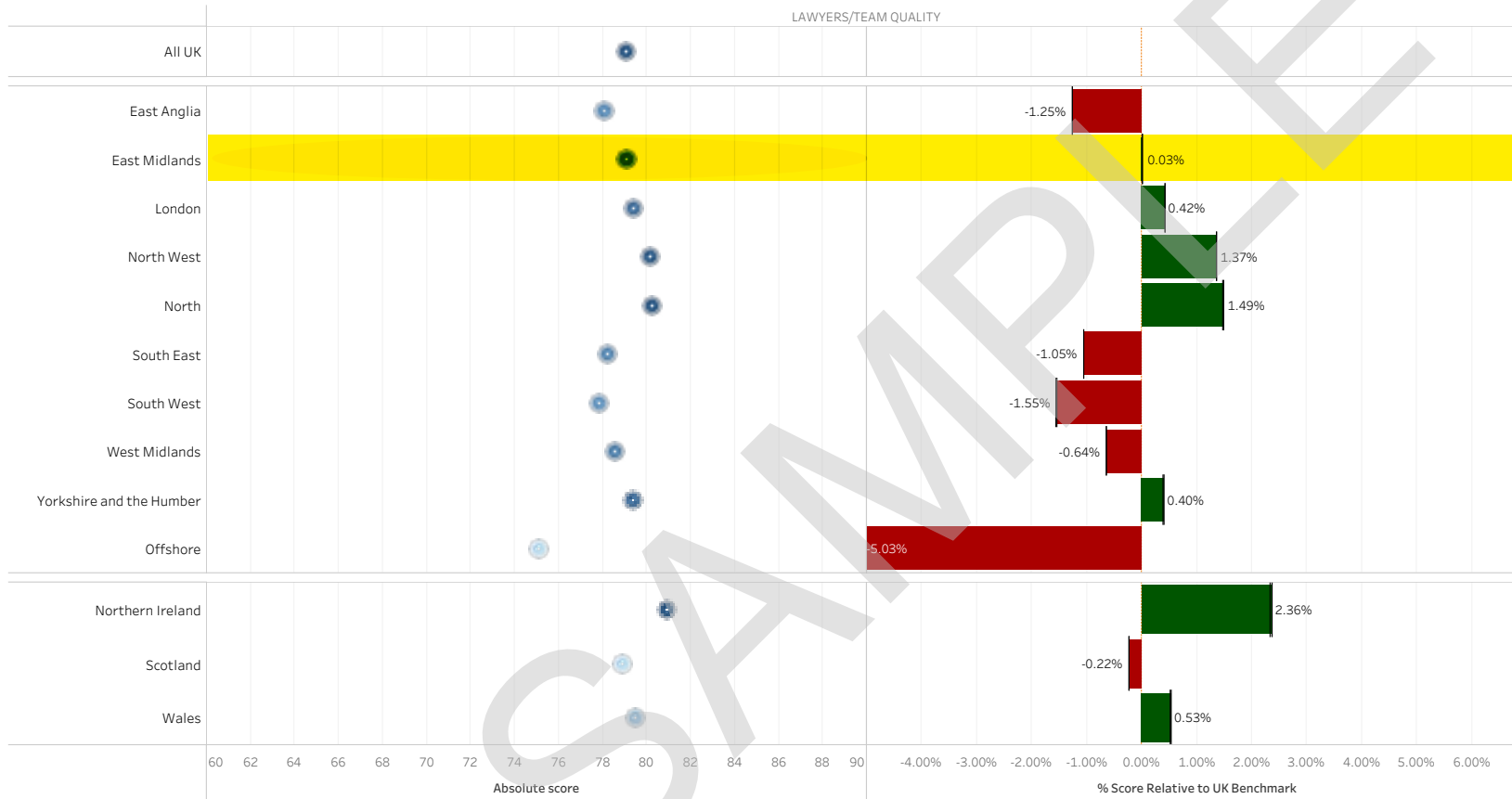


Overall client service scores, which are derived from our proprietary algorithm and take into account consistency scores as set out on the following page (see methodology on p.4 for more details) are indicative of the aggregate scoring across all client criteria for firms in the East Midlands.

These scores reinforce the conclusions derived from previous pages, that crime, fraud and licensing and construction teams excel but dispute resolution teams trail the field by a notable distance.

The general picture is very positive in the North of England, with all but one practice area scoring above the UK Benchmark score (and the negative deviation is marginal even for disputes).

Fig 4.1 East Midlands client criteria scores compared to rest of UK | Lawyers/Team Quality overall



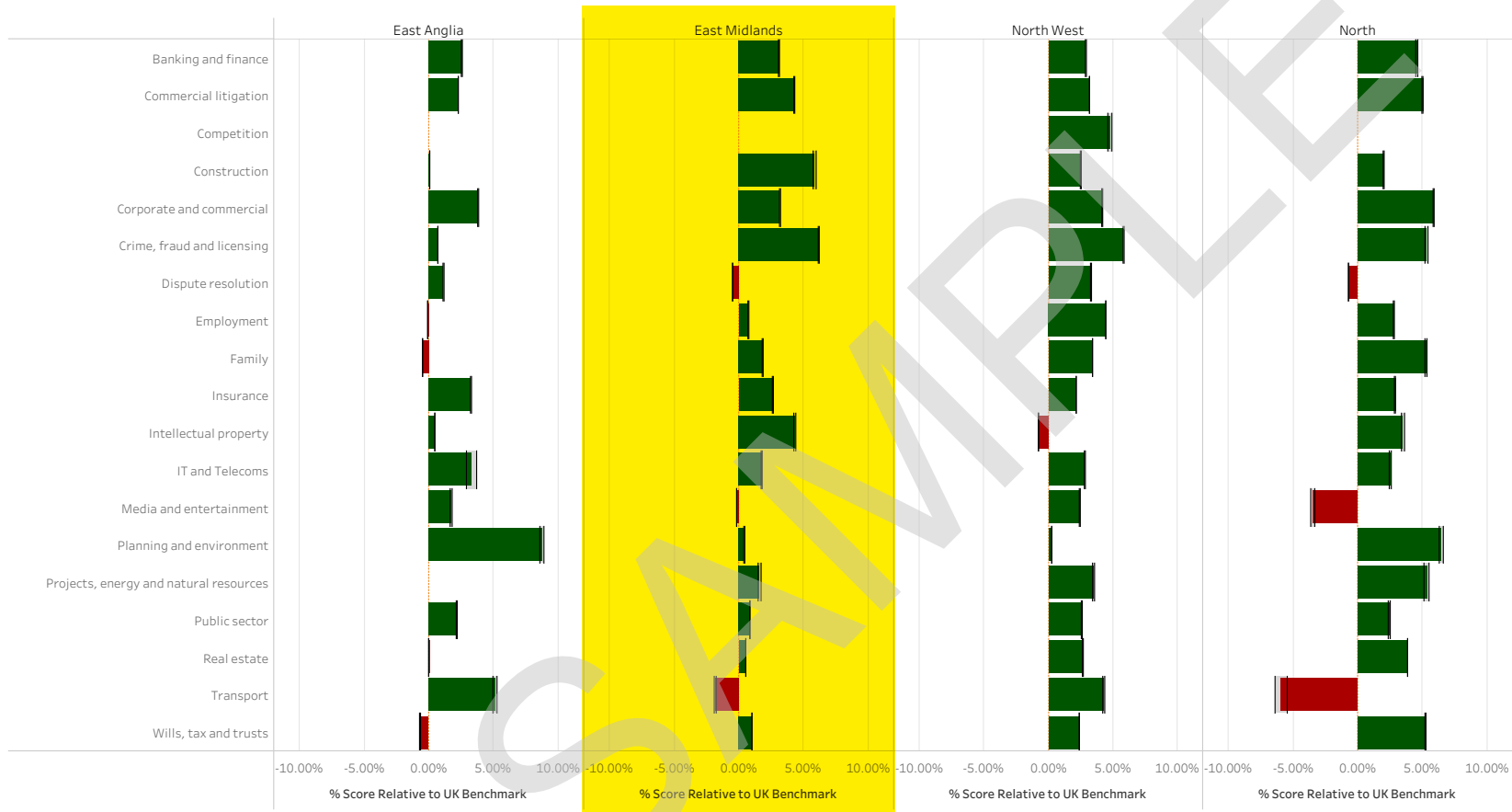
Part 4 of our report measures East Midlands firms' performance across each client criteria against other parts of the UK, including London.

The pin markers to the left represent the absolute scores with the UK Benchmark at the top of the graph. The bars to the right indicate percentage scores relative to that benchmark.

East Midlands scores are highlighted in yellow on each chart. Here they closely match UK Benchmark levels.

The breakdown underlines the relatively strong performance of the north of England (and Northern Ireland) compared to the rest of the UK, with the south west of England, offshore firms and East Anglia performing least well against national benchmarks.

Fig 5.2 Regional Client Service Score compared to UK Benchmark | All practice areas

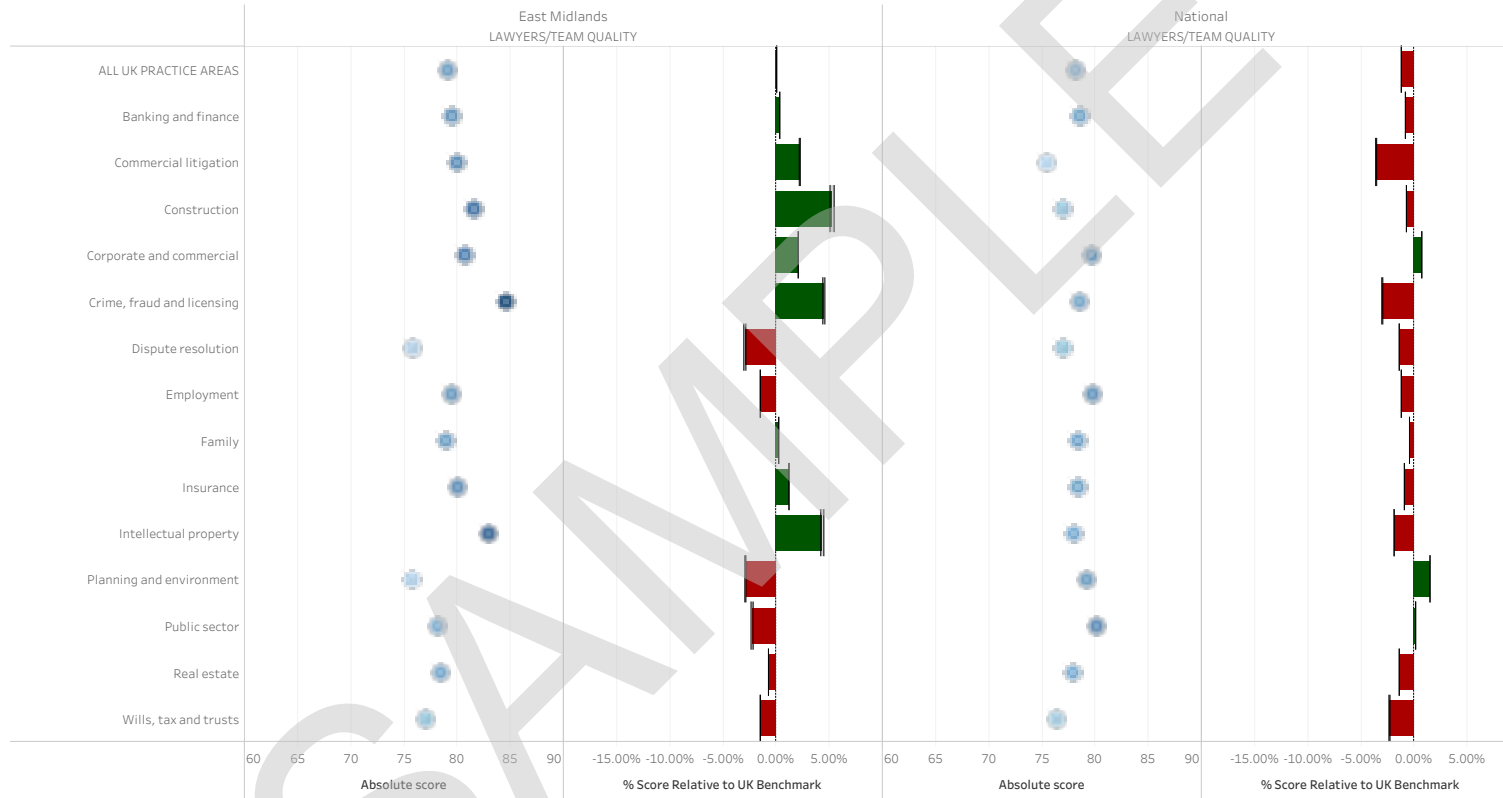


Across different regions of the UK, different practice areas stand out as local specialisms even within areas that perform relatively poorly overall. North West attracts lower scores relative to UK benchmarks overall and in that context its planning teams score very favourably.

Northern parts of the UK deliver the best all round scores across the widest range of practice areas, with the North and North West both scoring above the UK benchmark scores for the vast majority of practice areas listed.

East Midlands firms score above the UK benchmark in 15 practice areas.

Fig 7.1 East Midlands v national firms | LAWYERS/TEAM QUALITY OVERALL



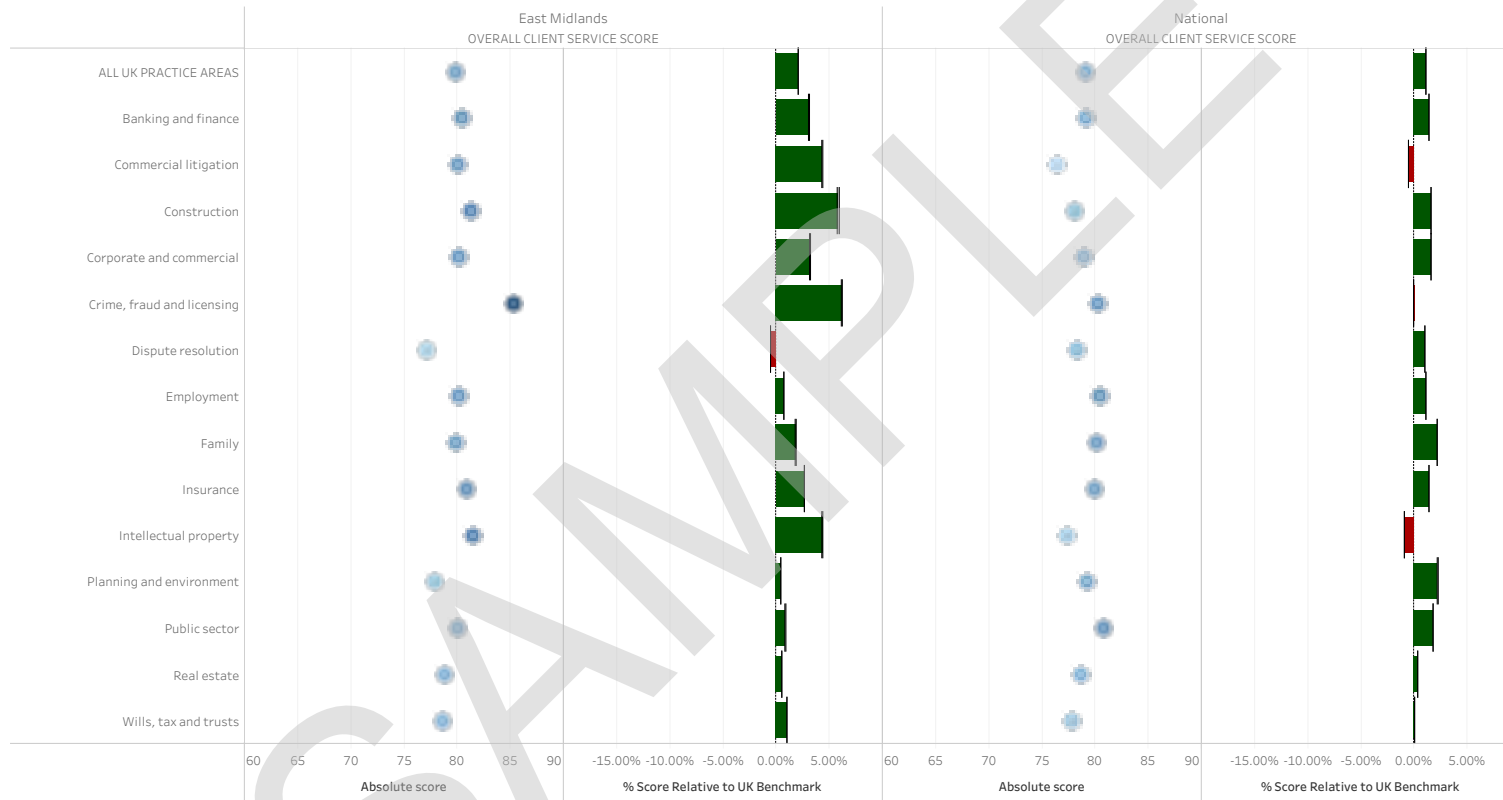
The visualisations in Part 7 break down firms in the East Midlands' performance by practice area, in comparison with national practices. The blue pin markers display average scores for each practice area. The bar chart to the right-hand side illustrates how each score then relates to the UK Benchmark.

Fig 7.1 above shows that, relative to the UK Benchmark, the East Midlands' overall quality of lawyers and teams is strongest in construction. National

teams meanwhile outperform those at local firms for planning and environment and public sector work.

Meanwhile the widest variations in perceived quality of teams between local and nationwide practices occur in commercial litigation and IP departments.

Fig 7.4 East Midlands v national firms | CLIENT SERVICE SCORE OVERALL

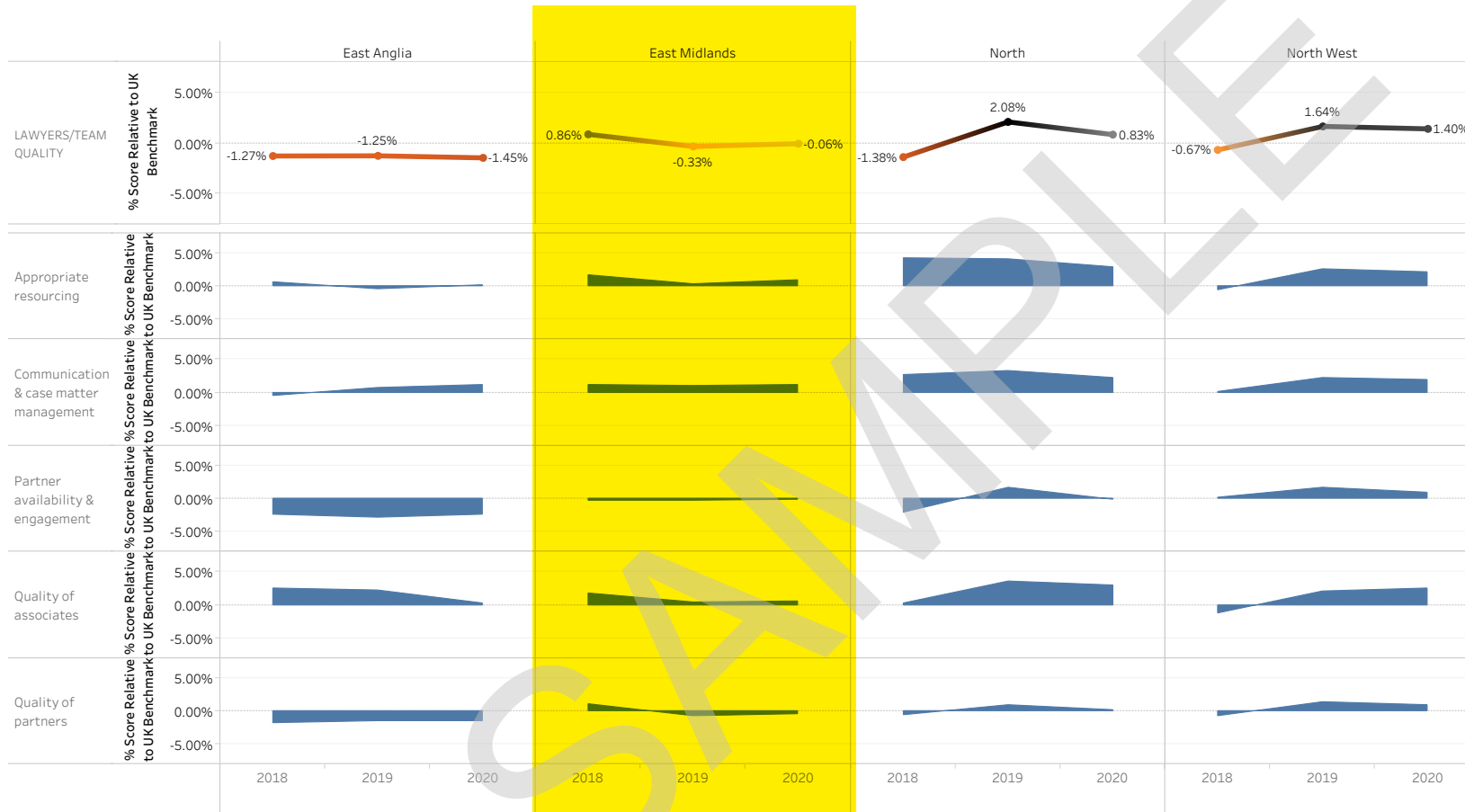


Overall client service scores are very positive at firms in the East Midlands, with the vast majority of teams scoring comfortably above UK Benchmark levels, but very modest shortfalls visible among disputes departments.

Almost all UK-wide practices record scores either very near to or above UK Benchmark levels.

Relative to each other, local firms outscore UK-wide practices in the majority of departments. Conversely planning teams record the most substantial relative shortfall for local firms.

Fig 9.1 Regional/national year on year client service scores 2018-20 | LAWYERS/TEAM QUALITY OVERALL



Part 9 of our report scrutinises regional differences between year on year performance across client criteria for all practice areas.

The data visualised here broadly supports findings in the data elsewhere; that northern England typically outscores southern regions, though for the North and North West scores overall are marginally down year on year for lawyers/team quality.

Elsewhere amidst largely static or marginally declining numbers, it is possible in most regions of the UK to detect improvement in scores within some criteria, communication in East Anglia for example, or resourcing in the East Midlands and South East of the UK.

The West Midlands joins northern regions of England displaying some of the sharpest rises in scores over the space of three years.

Fig 9.3 Regional/national year on year client service scores 2018-20 | SECTOR/INDUSTRY KNOWLEDGE OVERALL



Sector/industry knowledge scores vary quite widely across different regions of England, with (once again) northern regions perceived to be higher performers than colleagues in the south.

The most significant improvement for this criteria is probably to be found in Yorkshire and the Humber, which has gone from scores well below UK Benchmark levels in 2018 to having the highest of any region of England in 2020.

All home nations and regions thereof are however outperformed by Northern Ireland, where clients score firms sector profile and industry expertise markedly higher than anywhere else in the UK. Welsh and Scottish firms tack a little lower but still comfortably above Benchmark levels.