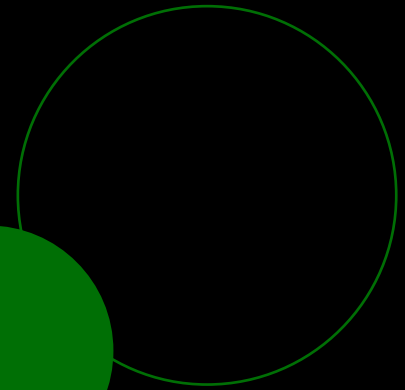
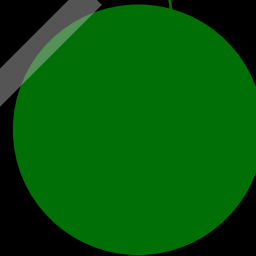
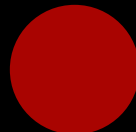
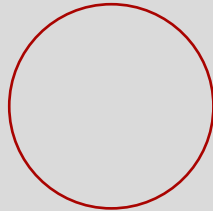


LEGALEASE RESEARCH SERVICES



**OFFSHORE
UK MANAGING PARTNERS' CLIENT SATISFACTION REPORT 2021**

SAMPLE

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 Offshore firms. 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



The Managing Partner's Client Satisfaction Report 2021

Criteria and assessment

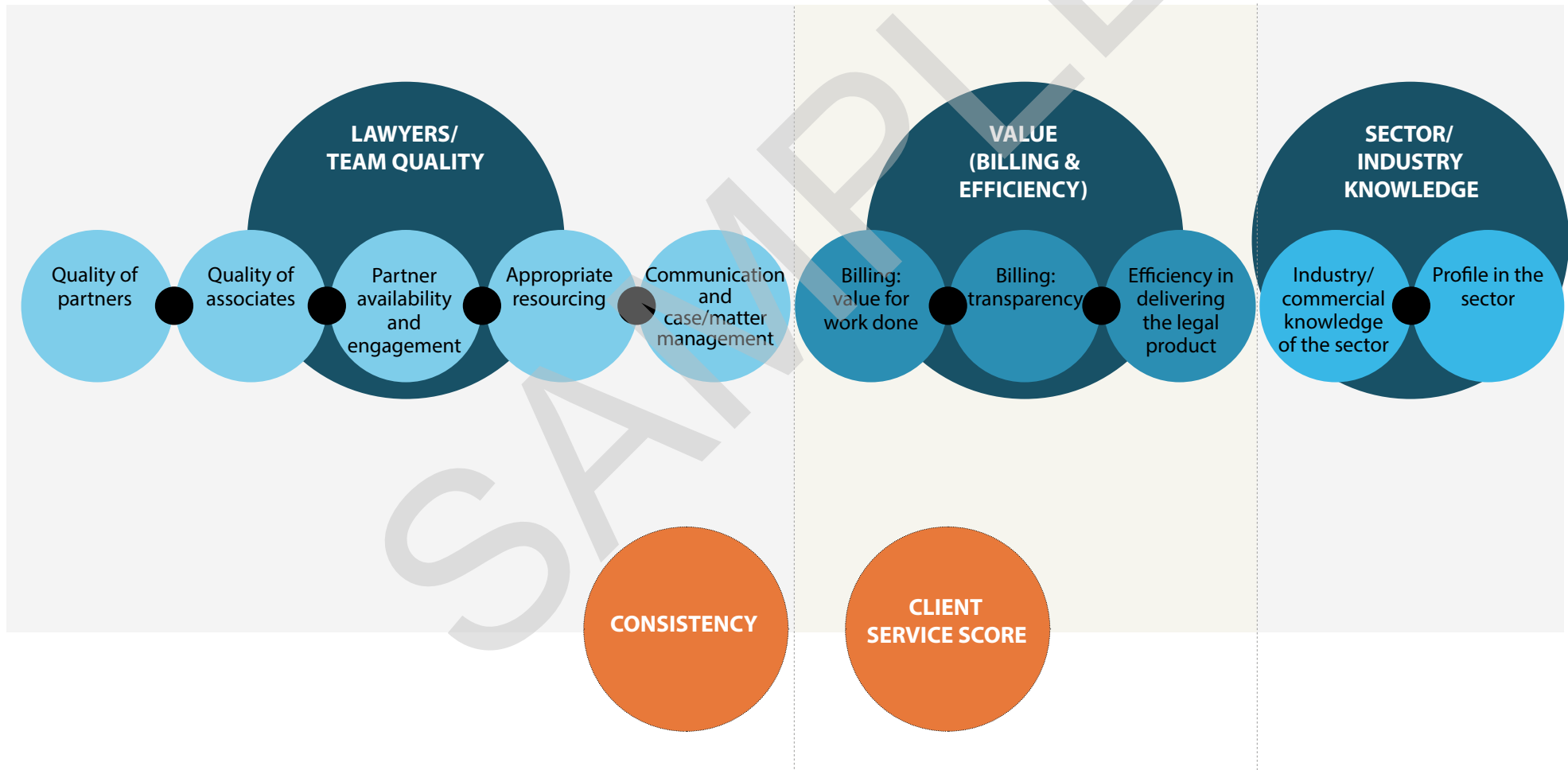
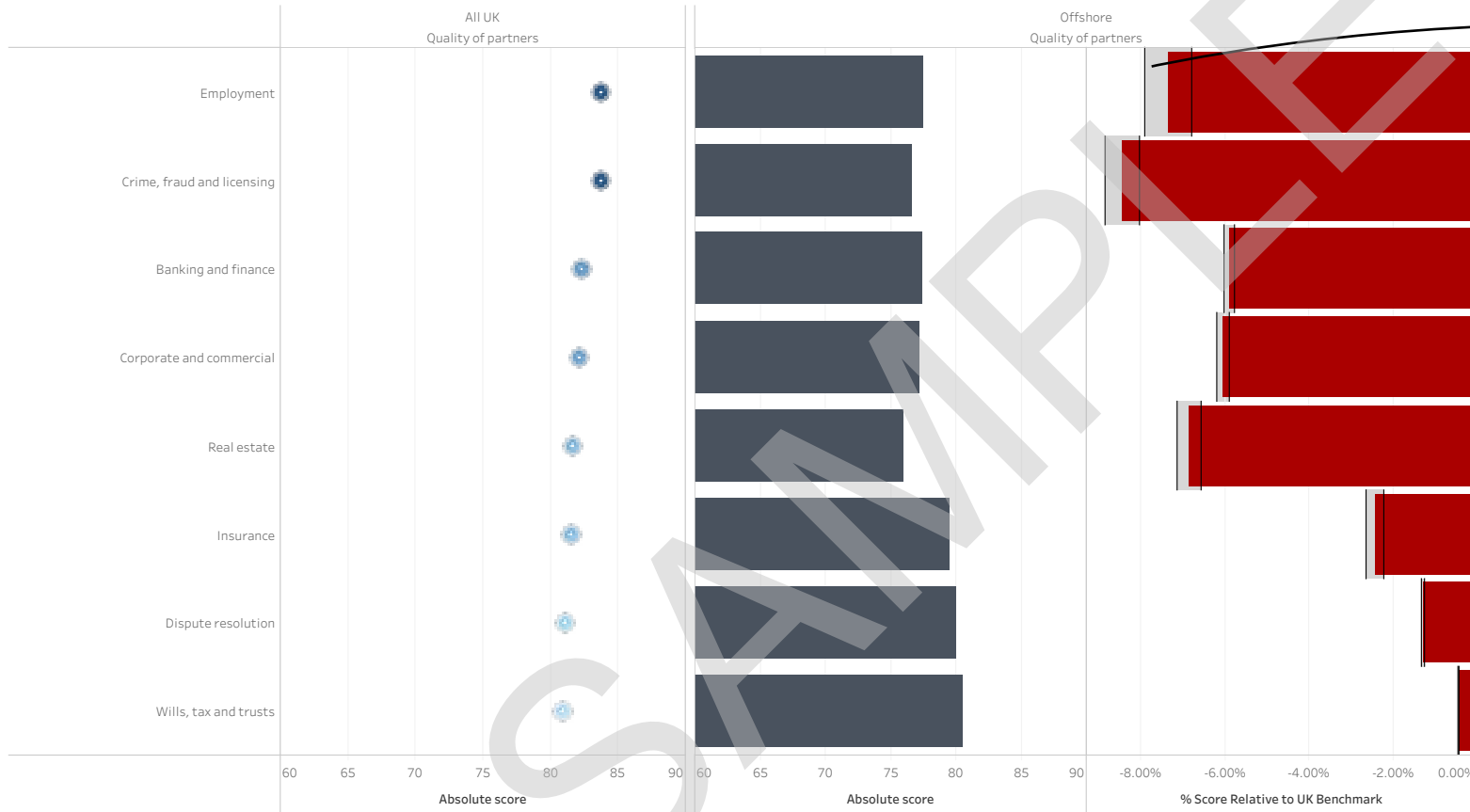


Fig 3.1.1 Offshore Client service by practice area compared to UK Benchmark | Quality of Partners

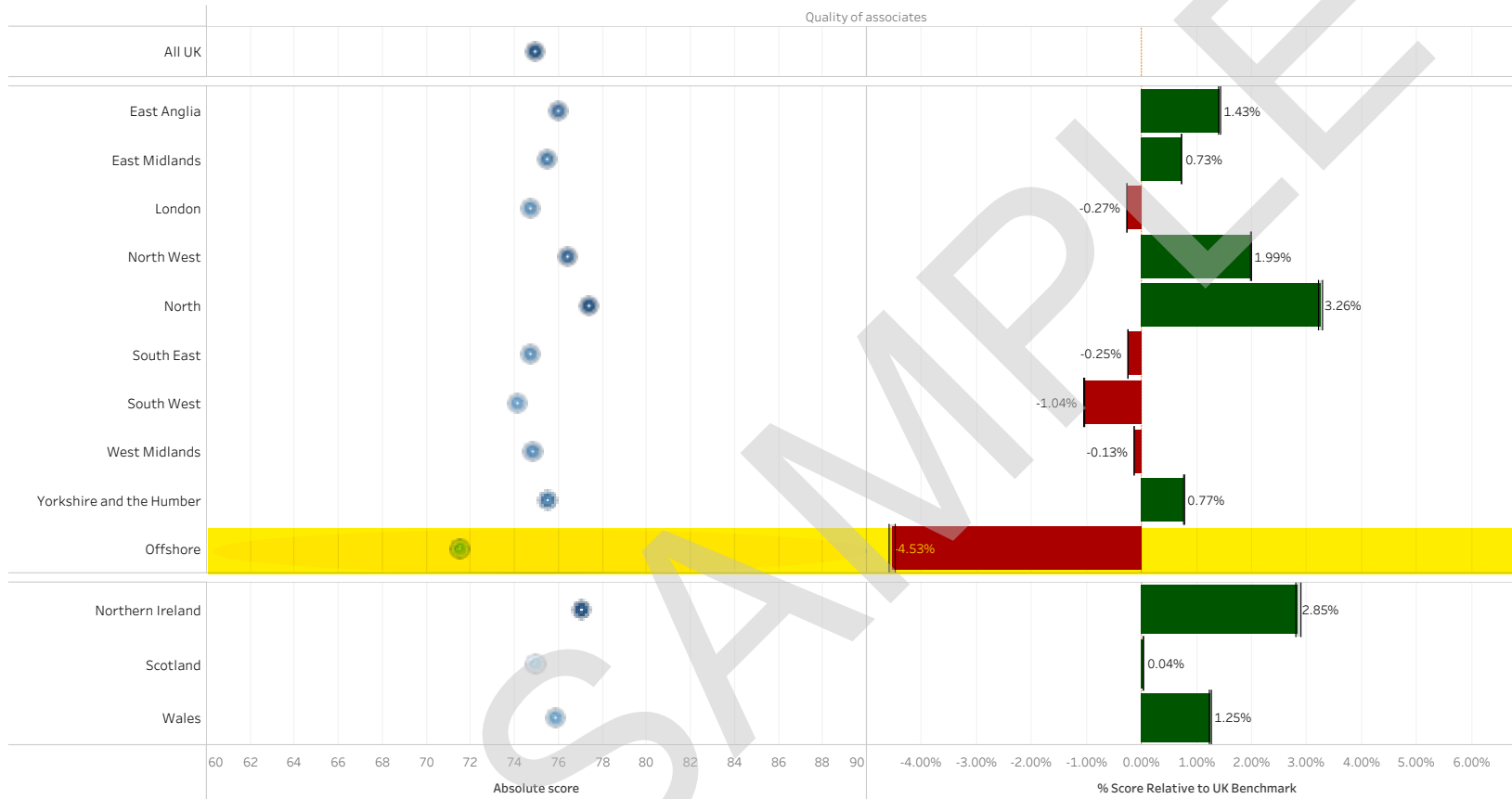


Grey banding on the bar chart indicates possible statistical deviation of this score within our 95% certainty range. See methodology on p.4 for more details.

The graph on the previous page (Fig 3.1) indicates the overall Lawyers/Team Quality performance; the following three pages offer more granular analysis of component criteria Quality of partners; Quality of associates; Partner availability and engagement; Appropriate resourcing; and Communication and case/matter management.

Among offshore firms, wills, tax and trusts partners closely match UK Benchmark figures. Meanwhile crime, fraud and licensing partners are scored significantly below.

Fig 4.1 Offshore client criteria scores compared to rest of UK | Quality of associates

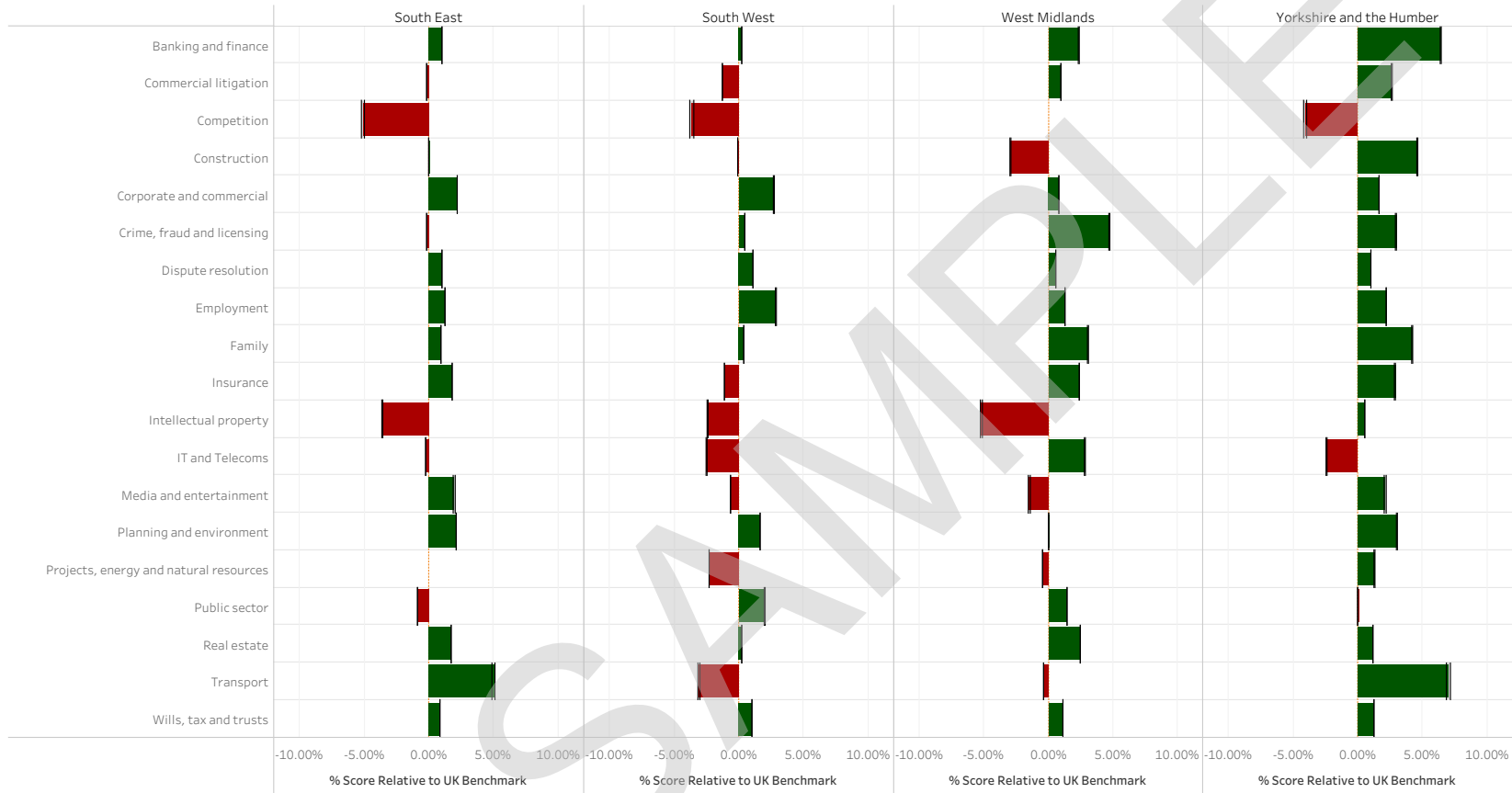


Nationwide there is some evidence of an inverse correlation between perceived quality of partners and perceived quality of associates within teams.

Offshore associates, however, mirror their senior colleagues' perceived performance levels with a substantially lower score relative to the UK Benchmark data.

The following pages continue to show consistently low scoring for Team quality among offshore firms, with access to and availability of partners the worst performing criteria.

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

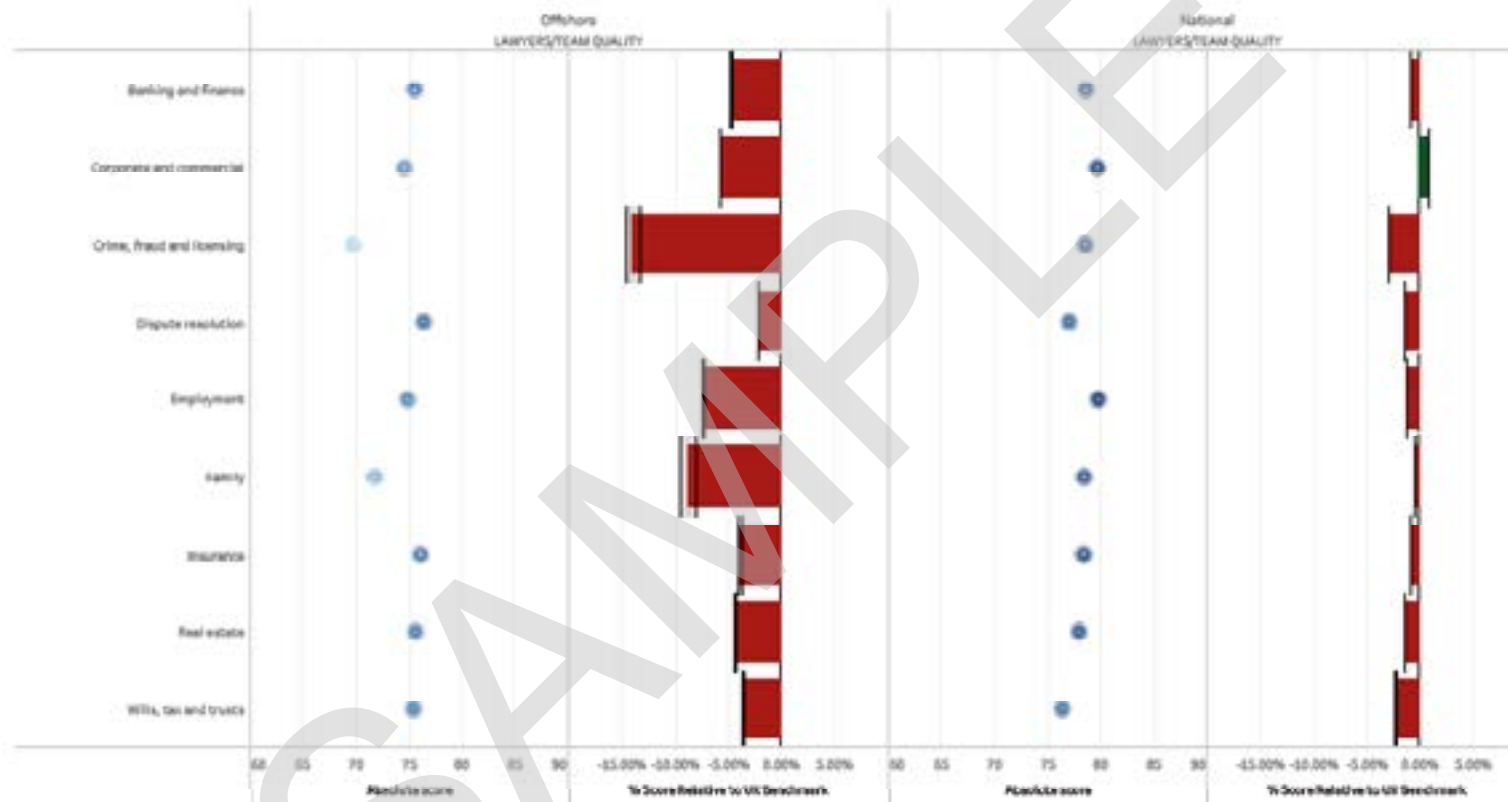


It's demonstrably harder to please clients across the UK in some practice areas than others. Outside London, client satisfaction scores for practice areas such as Competition, IT and telecoms, and IP are generally relatively low.

In Northern England, which tends to have higher scores as a general rule, some practice areas such as transport are weaker, while in Southern areas, which tend to have lower scores across the board, those transport scores are higher, indicative of expertise shifting according to market needs in different parts of the UK.

Meanwhile some practice areas attract high levels of client satisfaction wherever you are in the country - notably general corporate and commercial work and some private client practice areas such as Family and Wills, tax and trusts.

Fig 7.1 Offshore v national firms | LAWYERS/TEAM QUALITY OVERALL



The visualisations in Part 7 break down offshore firms' 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, offshore firms' overall quality of lawyers and teams is strongest in dispute resolution. UK-wide teams meanwhile outperform those at local firms for all listed practice

areas, most clearly in crime, fraud and licensing and family teams. Though offshore firms' scores are below UK Benchmark levels, for the majority of practice areas the shortfall is not dramatic, and for these practice areas, outside corporate and commercial, UK-wide teams also score lower than Benchmarks.

Fig 8.1 Offshore client criteria scores Year on Year | LAWYERS/TEAM QUALITY OVERALL



The Legal 500 has been compiling client satisfaction scoring data on offshore firms since 2019, allowing us to present year on year assessments of changing views of client service.

Part 8 of our report records year on year variation by Client Satisfaction Criteria across all practice areas.

In this visualisation the black line indicates the overall trend for the main Client Satisfaction Criteria, with more detail provided below with the blue pillars for each specific criteria, and improvement or otherwise illustrated by the angle of the pillar.

Offshore firms' clients' assessment of overall team quality remains depressed well below the UK Benchmark figure. The biggest drivers of this negative trajectory are declining scores for quality of partners and communication and case management.

Fig 9.1 Regional/national year on year client service scores 2019-20 | LAWYERS/TEAM QUALITY OVERALL



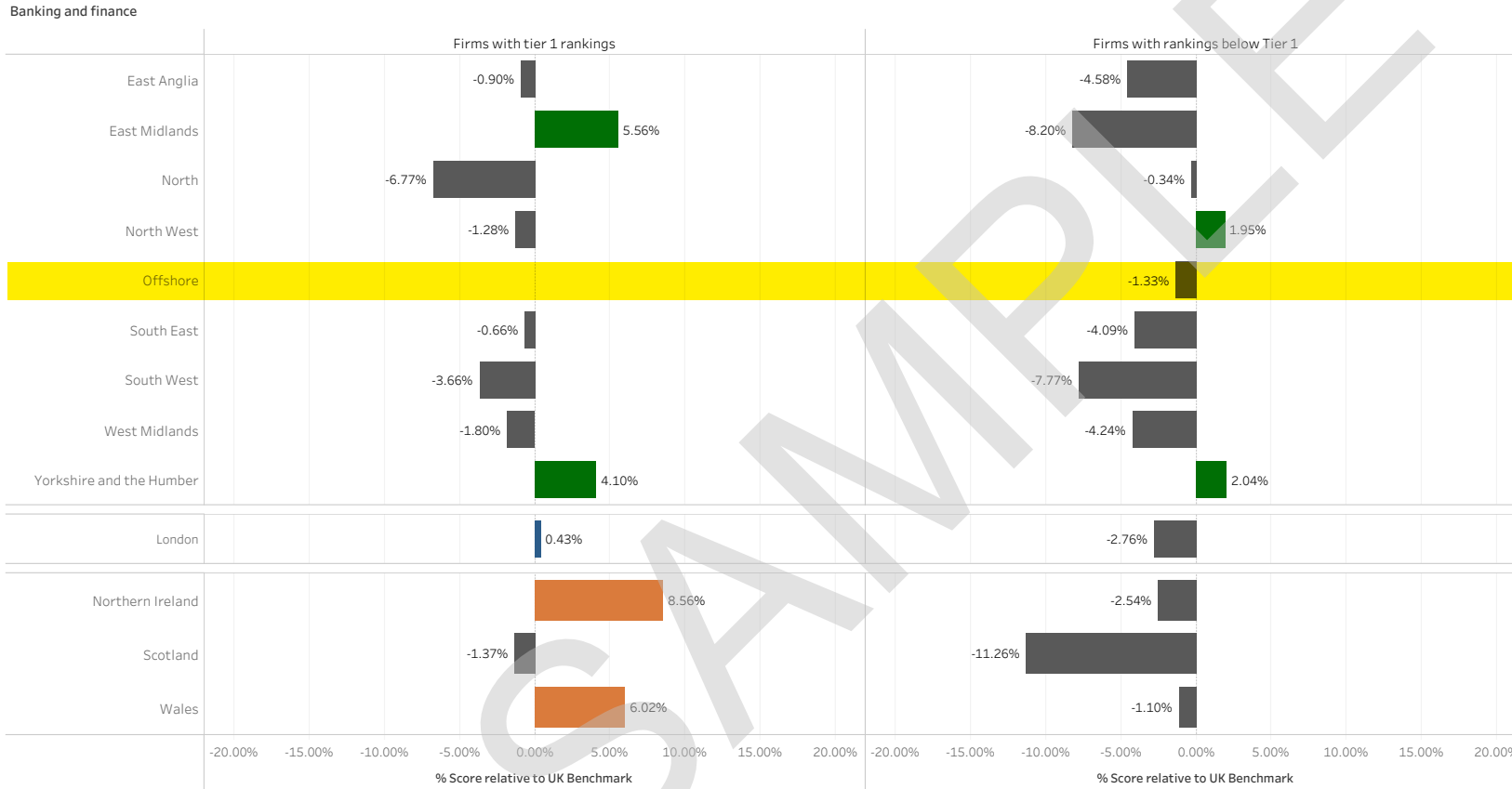
Part 9 of our report scrutinises regional differences between year on year performance across client criteria for all practice areas.

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.

Offshore firms sit some way below UK Benchmark levels.

London scores have remained consistent throughout the two-year period though some variation can be seen within individual criteria, with London firms scoring below Benchmark levels for resourcing and communication but maintaining healthy scores for quality and availability of partners.

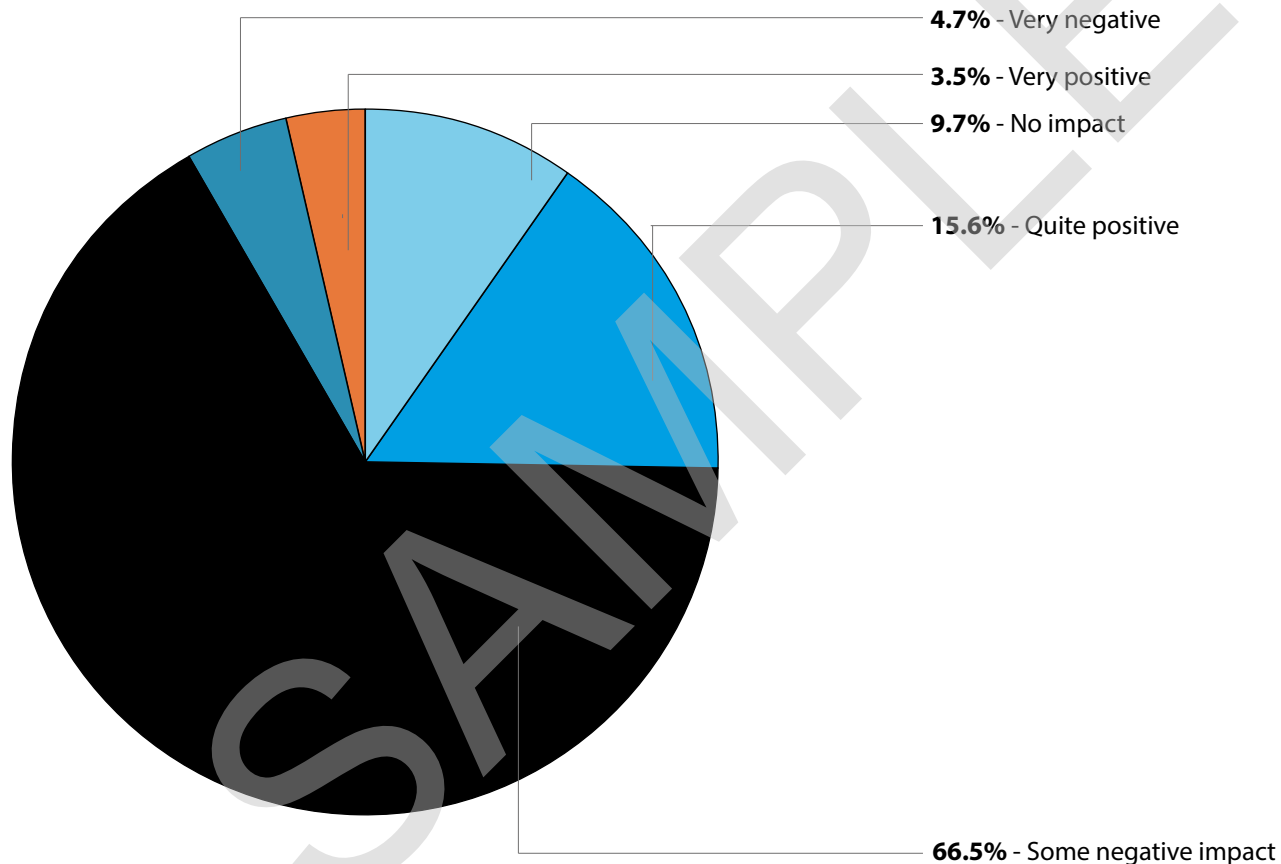
Fig 10.2 Regional/National Client Service scores for top tier and other tier firms compared to UK Benchmark | Banking and finance



Banking teams with tier 1 rankings (bar chart to the left of the visualisation) score significantly less well in the North and North West of England than do firms in lower tiers. With that exception, the experience of clients is shown either to be largely similar or substantially better among top tier teams.

Banking and finance practices with top-tier London rankings score fractionally above UK Benchmark levels, while the gap between top-tier scores in Scotland, Wales and Northern Ireland is substantial.

Fig 11.1 What impact has Covid-19 and the ensuing recession had on your firm so far?



“Costs sensitivities have increased and are likely to remain a big driver for client work placements for at least 12-24 months”

Subscribers to *fivehundred* magazine, made up of partners and senior lawyers at the UK's top law firms, were invited to participate in a short survey designed to assess the impact of the Covid-19 led recession on the legal market in 2020, and to give their views on likely ongoing effects on client service and the law firm client relationship.

The overwhelming majority of those surveyed indicated they had already felt a moderately negative impact on their firms from the pandemic and ensuing recession.

Nevertheless a healthy proportion - some 16% - felt that from their firm's perspective the impact had been quite positive.

Relatively few of those surveyed felt that the consequences for their firms had been extreme at this stage. But there were notes of caution: “the bigger challenge is in building new relationships and winning new work in this climate”.