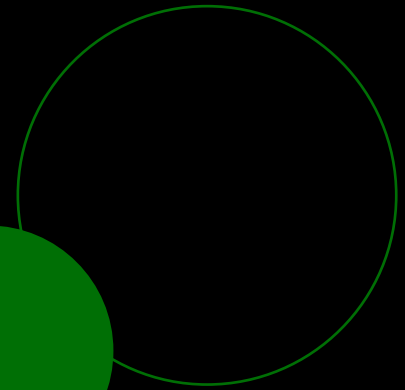
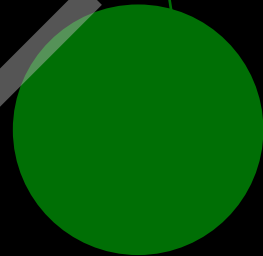
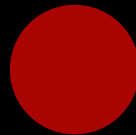
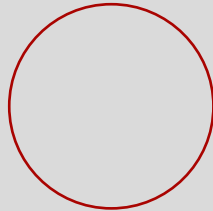


LEGALEASE RESEARCH SERVICES



**WEST MIDLANDS  
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 the West 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



# The Managing Partner's Client Satisfaction Report 2021

## Criteria and assessment

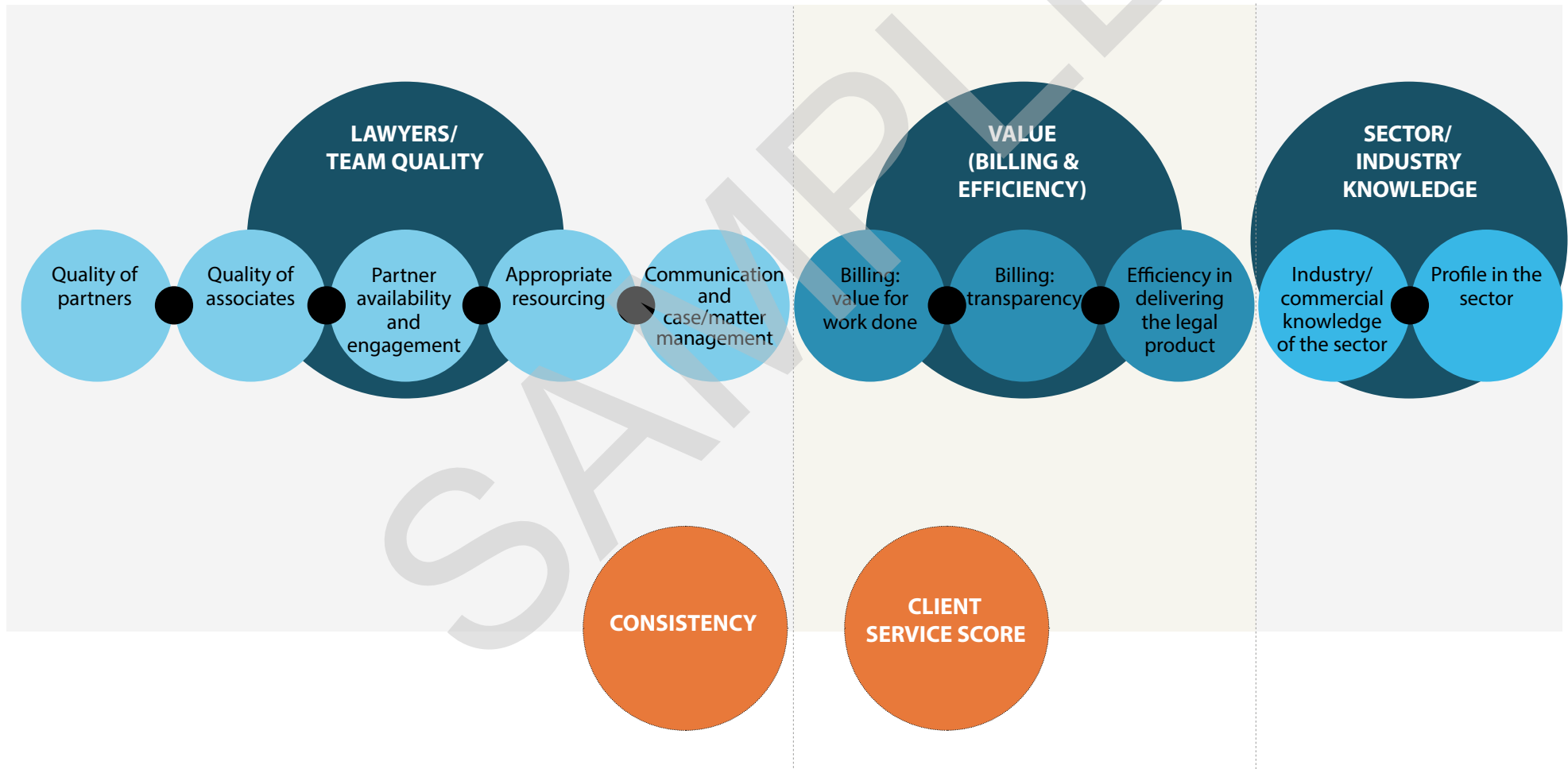
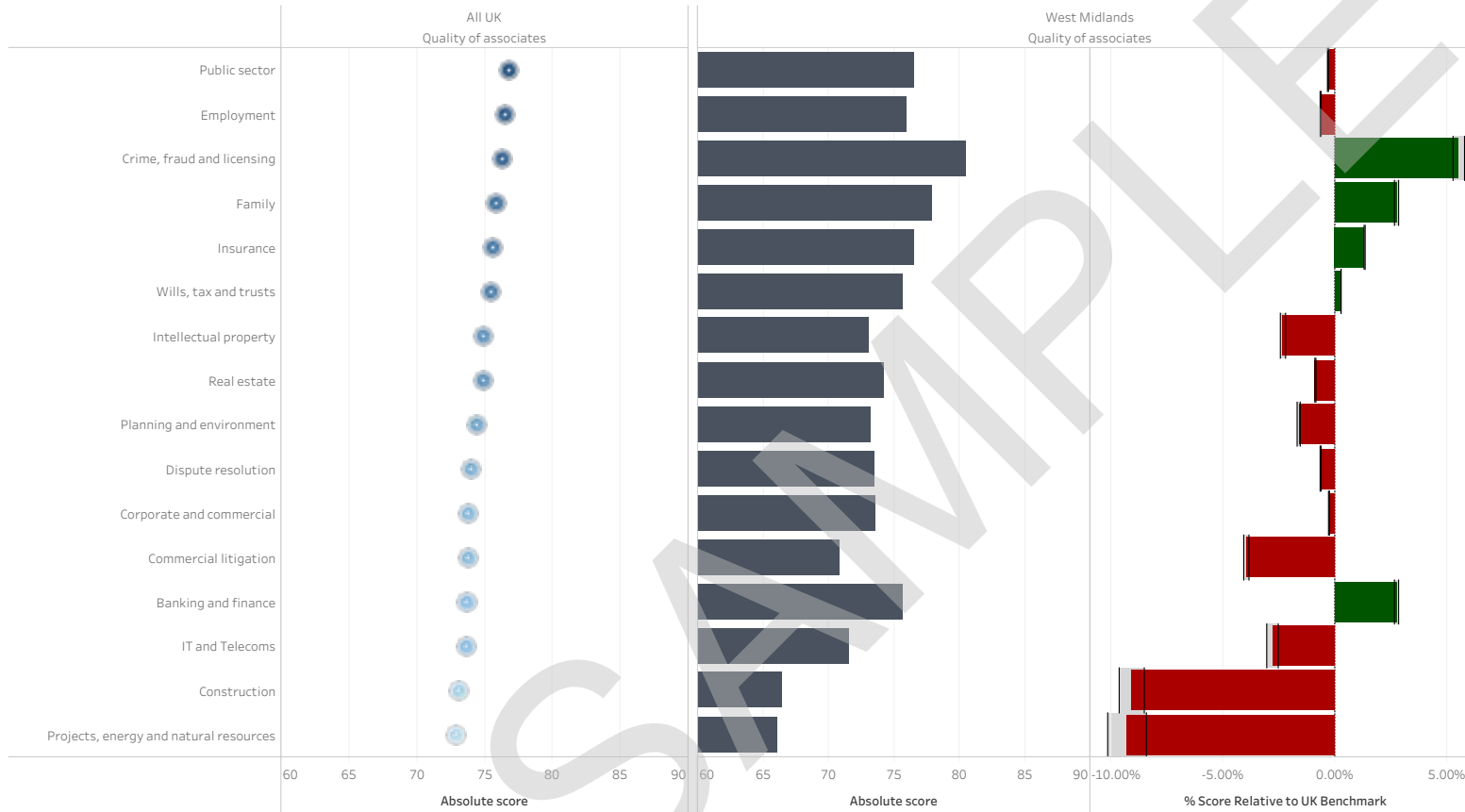


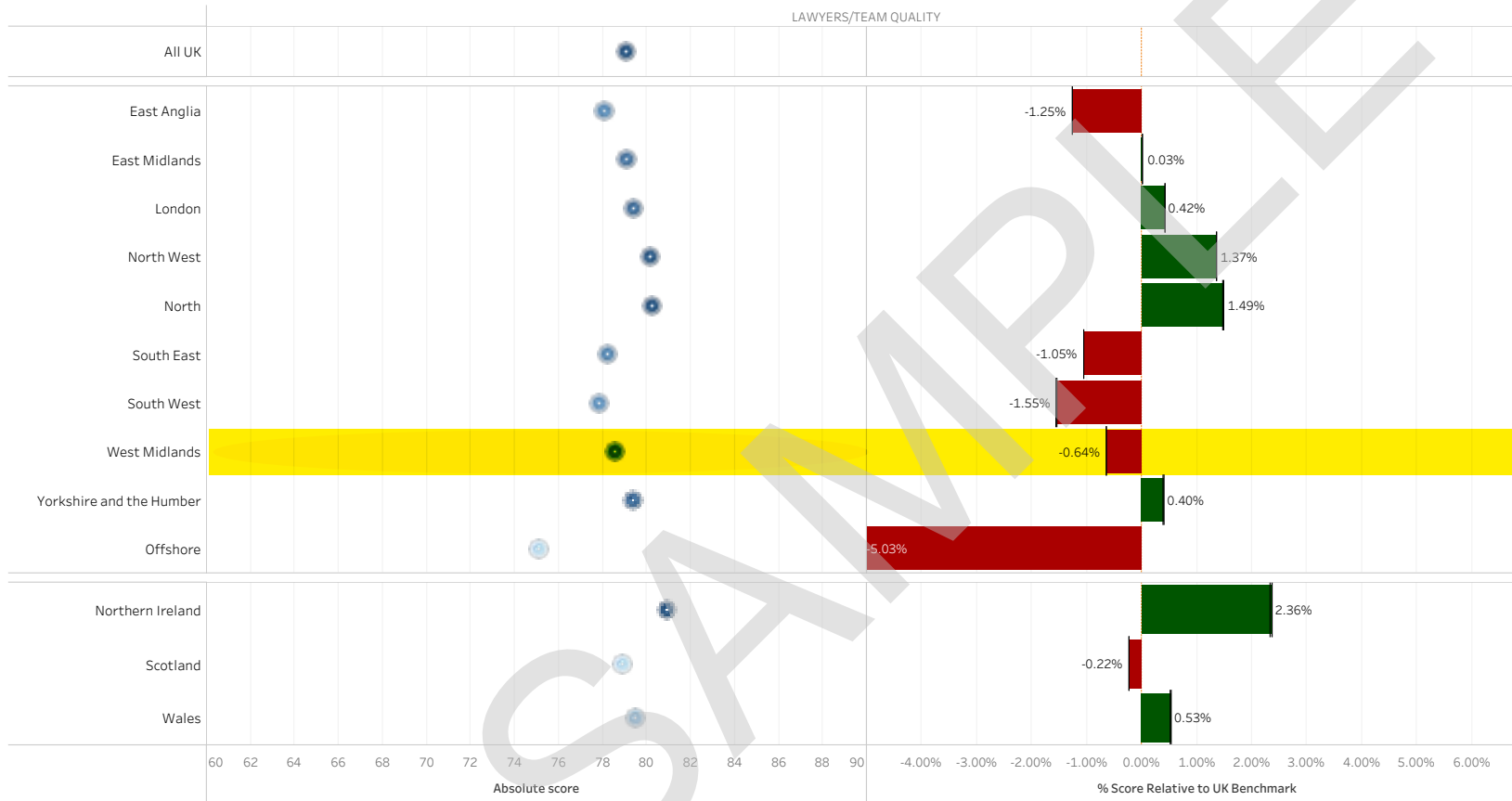
Fig 3.1.2 West Midlands Client service by practice area compared to UK Benchmark | Quality of Associates



West Midlands crime, fraud and licensing associates score well with clients, while construction and projects associates score below national Benchmark figures.

Overall, the perceived quality of associates in the West Midlands closely mirrors national trends, with banking and finance associates going against the trends by scoring above the UK Benchmark score in a practice area that performs less well across the UK.

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



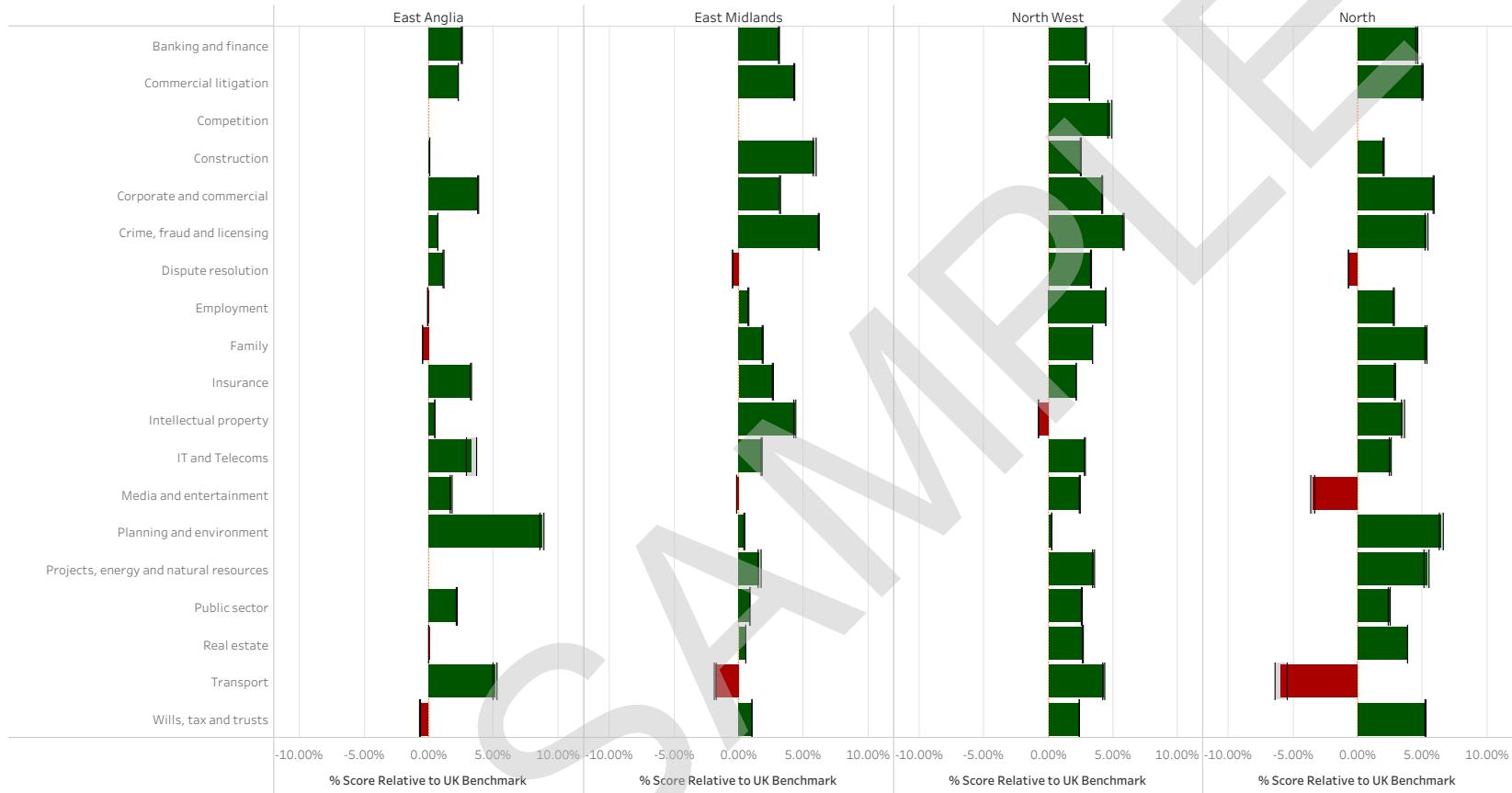
Part 4 of our report measures West Midlands firms' performance across each client criteria against other parts of the UK, including London.

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.

West Midlands scores are highlighted in yellow on each chart. Here they fall just short of 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, 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

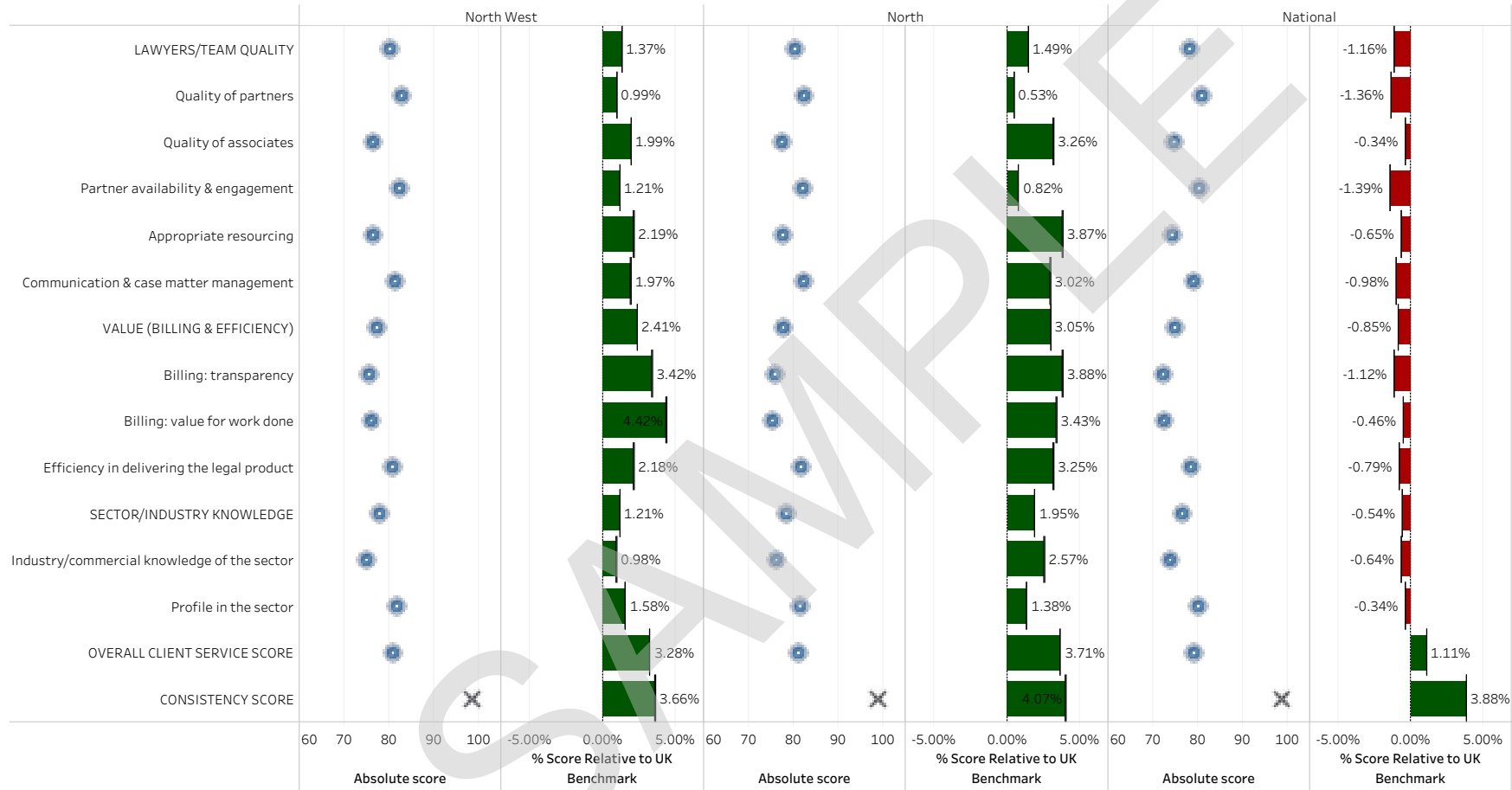


Across different regions of the UK, different practice areas stand out as local specialisms even within areas that perform relatively poorly overall. North West attracts lower scores relative to UK benchmarks overall and in that context its planning teams score very favourably.

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 13 of 19 practice areas listed.

Firms in the West Midlands score above the UK benchmark in 13 practice areas.

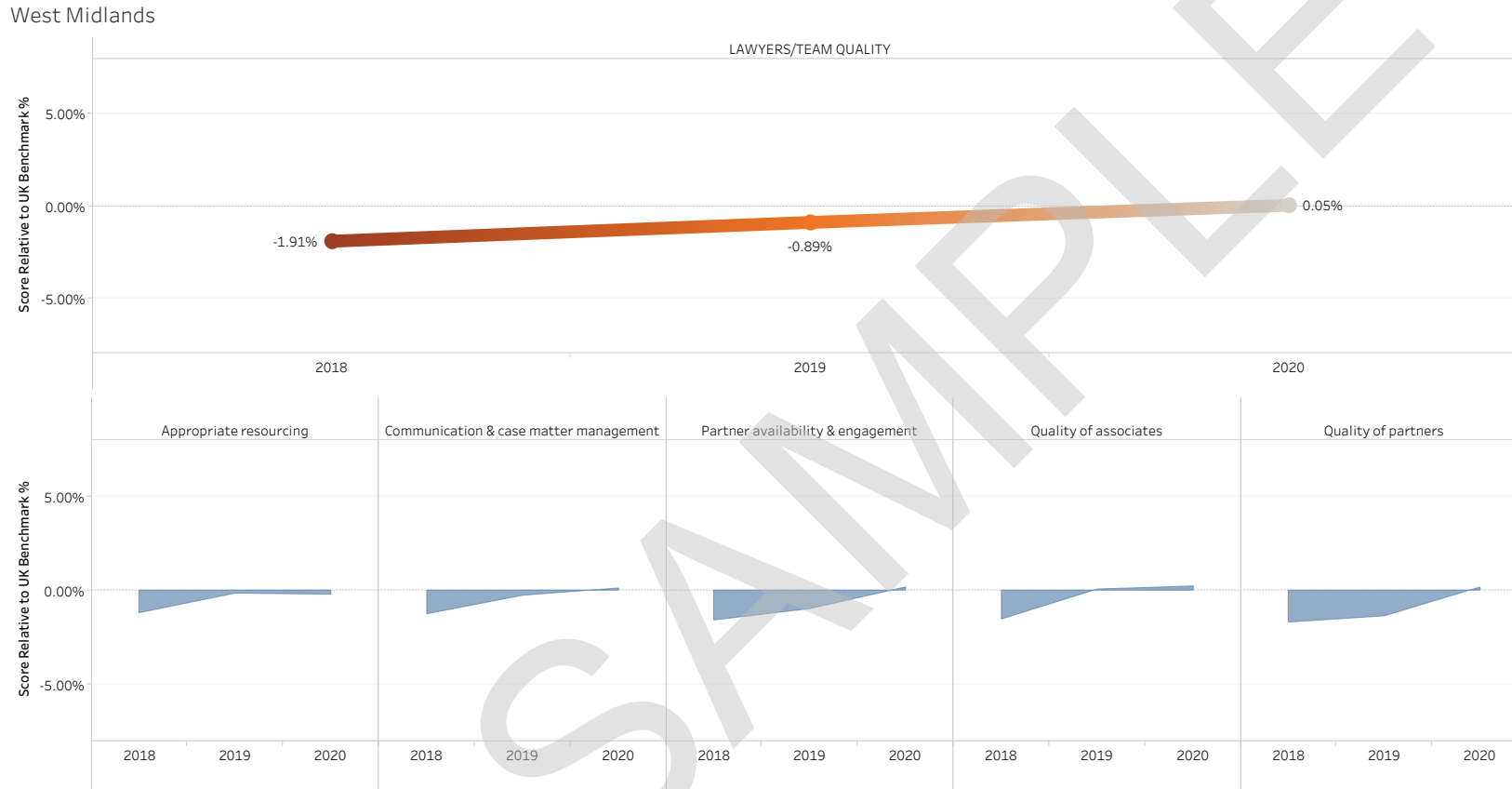
Fig 6.2 North West and North of England v national firms | All client service criteria



While national practices score lower than local firms overall, the gap to the UK Benchmark is minimal, and national practices might be said to offer a more consistent service across the full range of client criteria than local firms. For example, East Anglian local firms score well for three or four criteria (most notably value for money), but where they score lower the variation from the Benchmark is appreciably more significant than it is at national practices.

The more in-depth coverage of relative performance of local and national firms by practice area in part 7 (see page X) reveals specifically where variations in client perception of firms' strengths and weaknesses occur.

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



The Legal 500 has been compiling client satisfaction scoring data since 2018, 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.

West Midlands clients' assessment of overall team quality has improved steadily across 2018, 2019 and 2020 and now sits marginally above the UK Benchmark figure. All more granular measures of team quality have improved, with the most significant increases recorded for quality of partners and associates.



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

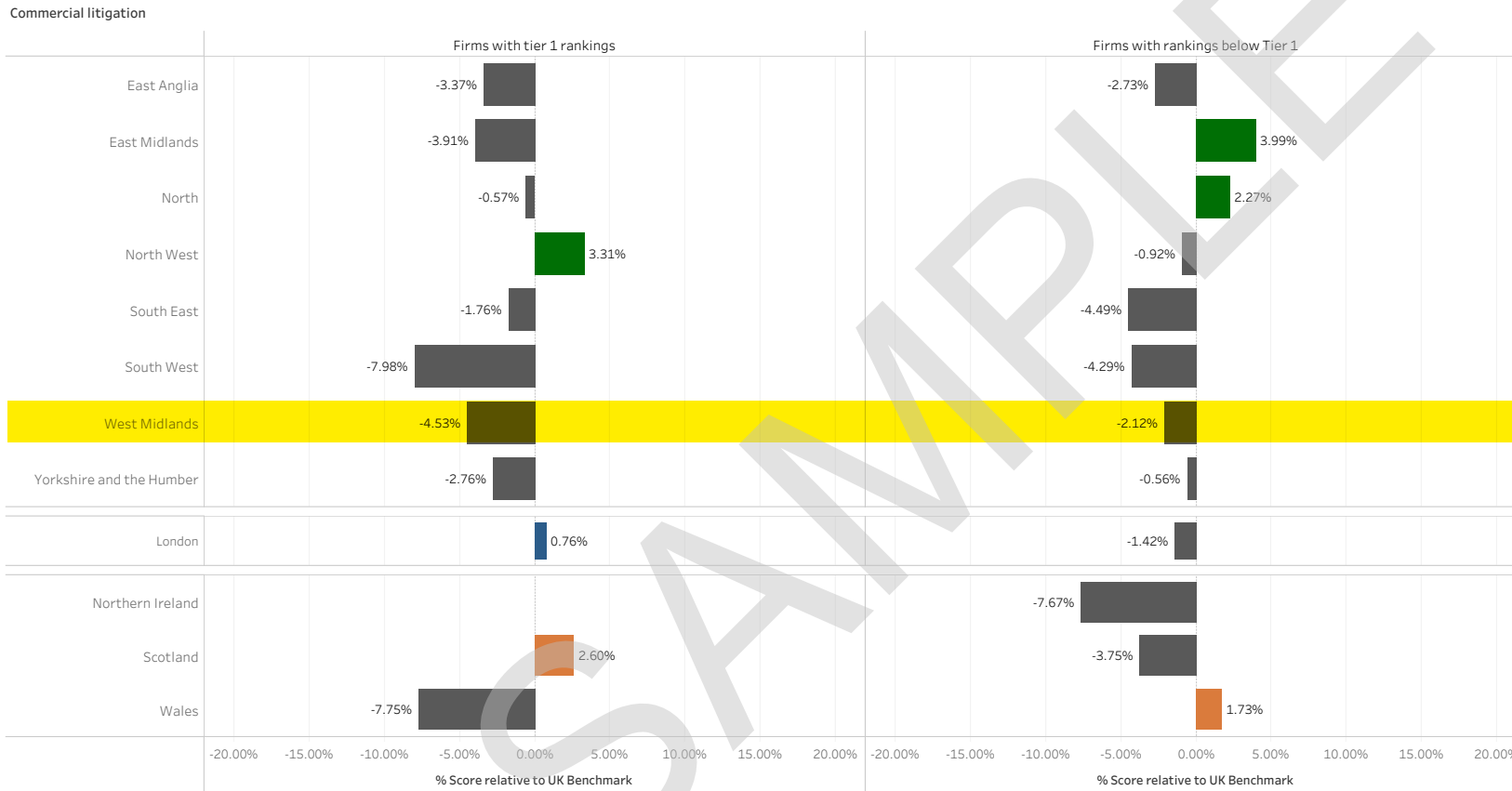


Sector/industry knowledge scores vary quite widely across different regions of England, with (once again) northern regions perceived to be higher performers than colleagues in the south.

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.

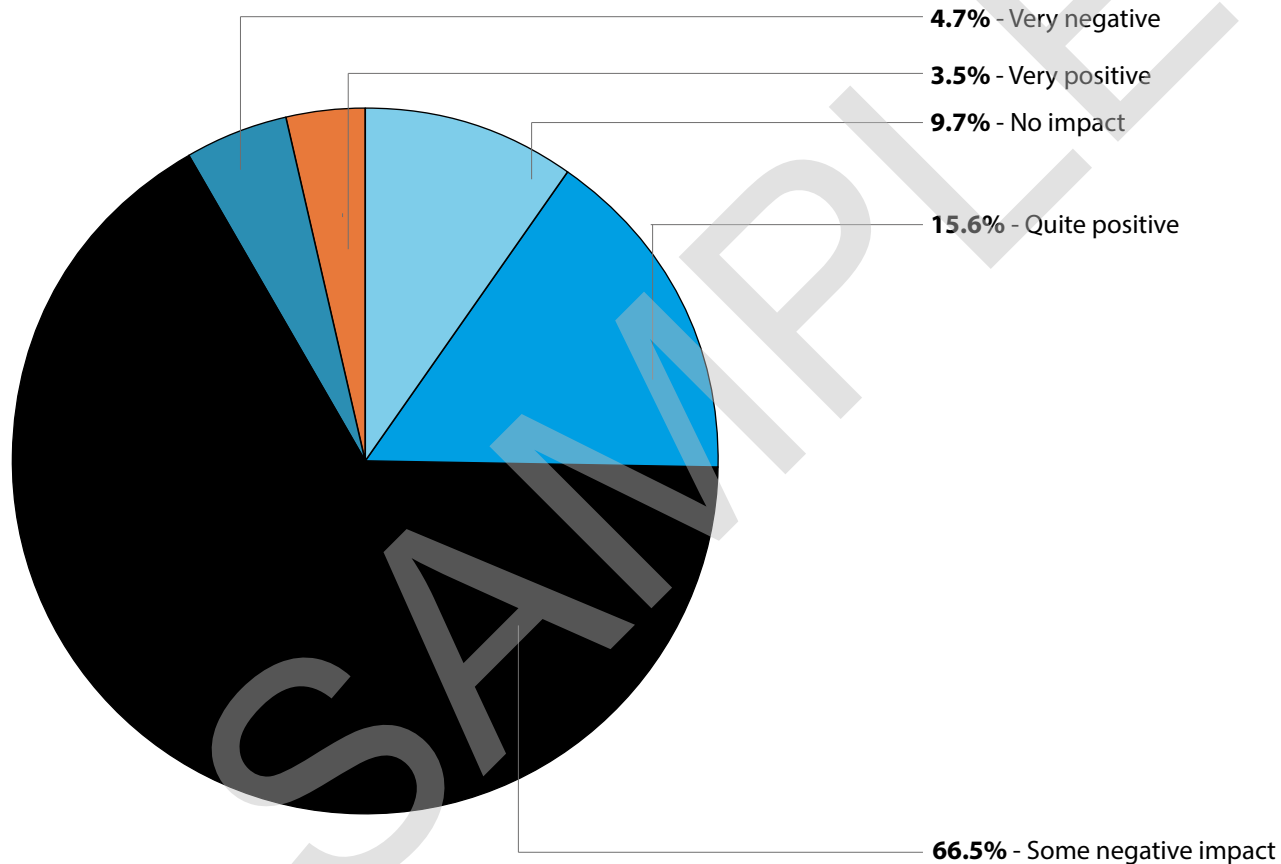
All home nations and regions thereof are however outperformed by Northern Ireland, where clients score firms sector profile and industry expertise markedly higher than anywhere else in the UK. Welsh and Scottish firms tack a little lower but still comfortably above Benchmark levels.

Fig 10.3 Regional/National Client Service scores for top tier and other tier firms compared to UK Benchmark | Commercial litigation



Commercial litigation practices do not altogether follow national trends, with practices below tier 1 scoring more highly for client service in the majority of regions in England and Wales, though for firms in the South West, London and North West top-ranking firms score better.

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”.