

Trends in consumer legal services



Legl

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Understand what clients want and what this means for your practice

The age of customer service

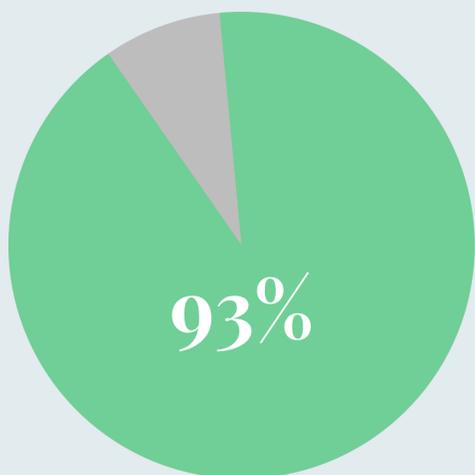
Poor customer service cost the UK economy £122 billion last year according to the Institute of Customer Service. It's clear that the legal service providers which will succeed are those which understand the needs of their clients and put their overall experience at the centre of everything they do.

Which is why we surveyed over 800 consumers to ask them what they want from their lawyer. We're excited to share these findings and how you can use them to improve your practice.

£122bn

Two key themes emerged on what clients want from their lawyers: **ease of use** and **affordability**

93% of participants believe it is important that their lawyer uses technology



Technology has enabled professionals across different sectors to delivery high quality services quickly and affordably. Consumers expect that lawyers will do the same.

Our research found that 93% of participants believe that it's important their lawyer uses technology to make dealing with them easier and less expensive.

A branding problem

The legal profession has a branding problem. The 2017 Ipsos MORI Veracity Index ranked lawyers 13 out of 24 professions with only 54% of respondents saying they would generally trust lawyers to tell them the truth. It's not just trust which lawyers have a perception issue with. Our research found that only 26% of participants would describe the legal industry as "forward thinking users of technology doing things differently".

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Legal services are complicated. Paying for them shouldn't be.

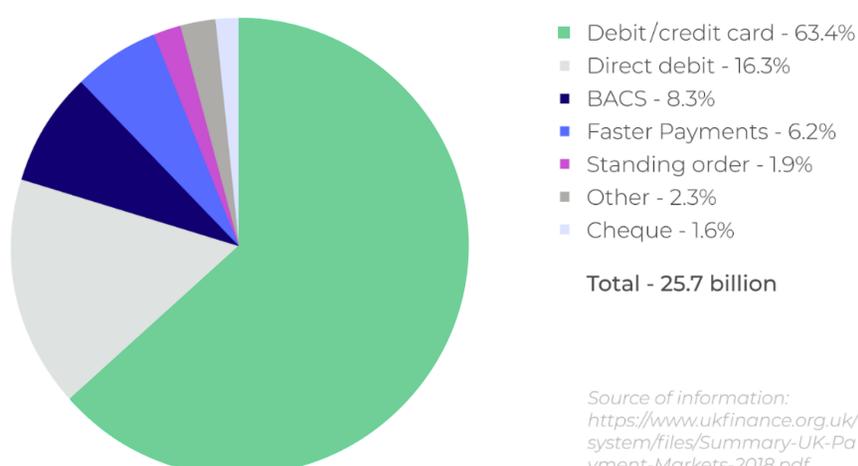
The modern lawyer succeeds by putting their client's overall experience at the centre of everything. From the first interaction - whether that's the firm website or the client onboarding process - right through to one of the final steps, paying the invoice.

Our research found that 80% of clients expect to be able to pay their invoice online. Giving clients the more convenient method of paying by card via an online portal is an easy way to provide a great customer experience, while reducing the time it takes to get paid.

80% of clients expect to be able to pay their legal invoice online

An easy way to stand out

Number of non-cash transactions in 2017



Better payment methods have transformed other industries, from e-commerce to financial services. The UK Finance Payments Report 2018 found that of the £25.7 billion non-cash transactions in 2017, 63% of them were made via debit or credit card compared to only 8% made via BACS payment.

Providing clients with more convenient payment options is an easy way to stand out from your competitors.

What consumers do if they cannot afford to pay for legal advice

38%

Give up on getting legal advice

20%

Ask friends and family for help

15%

Consider taking out a loan

Alternative funding options

Improving processes and using technology to automate manual tasks are ways you can make delivering legal services more efficient, and therefore more affordable.

Another way to address affordability is to make sure you are educating clients about all funding options available. Converting the 38% of people who “give up” on getting legal advice by giving them more funding options is one way to access new clients and grow your business.

Checklist of funding options

- ✓ Paying privately
- ✓ Conditional Fee Agreements
- ✓ Damages Based Agreements
- ✓ Legal expenses insurance / ATE
- ✓ CrowdJustice crowdfunding
- ✓ Third party litigation finance
- ✓ Trade unions
- ✓ Legal aid

About Legl

Legl simplifies legal services with market-leading technology. Our mission is to make the law work better for everyone. Legl's tools digitise the client journey, giving them a better, more seamless experience, while reducing the administrative burden on law firms and increasing cash flow. We have worked with over 350 law firms and our flagship product, CrowdJustice, won the Lawyer's Tech Product of the Year 2019.

Want to find out more? Email info@legl.com

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