

“Client feedback can be the difference between being promoted and being demoted.”

# CLIENT FEEDBACK STRATEGY

- Maximise client feedback response.
- Choose the right referees.
- Ensure they reply.

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## Choose the right referees

A referee is ineffective if they do not reply. A baseline requirement should be that the referees chosen are likely to reply.

**tip** **Lawyers make good referees.** In my experience **UK barristers make exceptional ones.** Their responses are usually detailed, informed and often, eloquent. So do not be afraid to include peer lawyers from other firms you have worked with or against – and if you have a strong relationship with a barrister **use it.**

There is a common misconception that your referees must be in the most senior positions.

Researchers barely look at referee spreadsheets and, when responses do arrive, who they are from is less relevant than the content of the feedback.

**So, exceptional feedback from a relatively junior referee will be seen in a better light than average feedback from a CEO (and is definitely better than none at all).**

**tip** There is high potential for **exceptionally strong feedback in more emotive, contentious areas such as Employment and Dispute Resolution.** If you have achieved a strong result for a client in court make sure you get their permission to include them as a referee.

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## Choose as many referees as the publication allows

Maximise the chances of responses – if a CEO doesn't reply then maybe one of your other referees will.

For Chambers the maximum number is 20.

For Legal 500 it is **unlimited**.

**tip** Prioritise your best (i.e. most likely to respond in highly positive fashion) referees for Chambers as referee feedback is absolutely paramount for them. As Legal 500 has no maximum and generally does not place as much onus on feedback as Chambers (though it is obviously still very important) you can add as many as you like to offset any potential no-replies.

**tip** Chambers will not contact any referee who has been put forward by another firm for three months. This is another reason to prioritise Chambers and, if possible, ensure the referees you put forward to them are unlikely to be used by other firms.