

# Contents

Executive summary

About the authors

Chapter 1: Client feedback has gone stereophonic:  
are you still listening in mono?

*By Sally Dyson, director, Firm Sense Ltd*

Chapter 2: Client feedback – asking the hard questions  
to gain the best results

*By Will Taylor, client development manager, Wiersholm*

Chapter 3: Client journey mapping and the customer experience

*By Yolanda Cartusciello, partner, PP&C Consulting*

Chapter 4: Client journey mapping as a source of  
sustainable competitive advantage

*By Andrew Hedley, Hedley Consulting*

Chapter 5: Client loyalty – Delivering exceptional client service

*By David H. Freeman, JD, CEO of the David Freeman Consulting Group*

Chapter 6: Defining, measuring, and delivering a  
stellar client service strategy

*By Kim Carr, lead partner of the wills, probate and lifetime planning  
department at FBC Manby Bowdler*

Chapter 7: Optimizing client service in the post-COVID  
legal market

*By Douglas McPherson, director of Size 10½ Boots*

Contents

Chapter 8: Are automated assistants ready to optimize the next chapter of online client care?

*By James Matthews, UK&I country manager at CM.com*

Chapter 9: Innovation as a business development strategy

*By Scott Rechtschaffen, chief knowledge officer at Littler Mendelson*

Chapter 10: The LawNet mark of excellence – lessons for law firms

*By Helen Hamilton-Shaw, member engagement and strategy director, LawNet*

Chapter 11: The synergistic value of collaboration

*By Paul A. Williams, partner at Shook, Hardy & Bacon*