



## Rickerbys have 96% client satisfaction

### Background

Rickerbys is a leading law firm known throughout the South West for its strong commercial and private client expertise. Rickerbys' goal is to provide clients with the best advice, attention and service available. The firm is accredited under the Lexcel practice management standard and has achieved the Beacon status - an award granted for the proactive way Rickerbys work with their clients.

### The Challenge

Rickerbys had conducted research in the past although it was handled internally. Now Rickerbys needed to identify where they were in the market and what their clients thought about them.

Joanna Trees, Business Development Manager, recalls the challenges Rickerbys were facing:

*“ Rickerbys had conducted research in the past although it was 5 years ago and was handled internally. It was all anecdotal, was not analysed in any particular way and no actions were set as on the back of it. Much of the groundwork for undertaking client reviews had been done before my arrival at the firm however one of the issues we faced was persuading the Partnership to allow an independent researcher to speak to the clients. We wanted to identify where we are in the market, what our clients think about us, how we were satisfying them and where the gaps were which would affect our growth and the potential of the firm in the future.*

### The Solution

In February 2007 Acuigen undertook 150 telephone interviews with Rickerbys' clients. The fieldwork was completed in one week and the feedback was made available to Rickerbys via Acuigen's secure website. The entire project was concluded with a presentation to the Partners.

*“ Acuigen helped guide us through the entire process. We knew exactly what was going to happen with our clients at each stage and we were able to communicate this to our clients so they were aware of every step (what we were doing, why we were doing it, who would be contacting them, when they would be contacted, what's expected of them). The whole process was appreciated by our clients.*



Case study

### → The Benefits

Acuigen's unique interactive online real-time reporting added real value to the data through converting static data into an interactive aggregated tool. The analysis options provided the capability to manipulate and analyse the data in many ways - being able to drill down and assess information in greater detail or viewing a particular response to a question in the feedback enables identification of areas for improvement.

*“ We were absolutely delighted with the results. We had 96% satisfaction from our clients - that 's almost too good. We now have to dig a little deeper to find those areas we do need to improve on. It's fantastic to be able to internally praise fee-earners and staff who have contributed to the result and it's good for promotional and marketing material because we can demonstrate that we are client focused. The results will enable us decide where we'll be going in the future. On a practice level, we can look at issues that have been raised regarding a particular practice area and address them. The results have highlighted where we stand in the market and more clearly identified our competition. Because we are able to break results down by practices, we can identify the areas we can learn from the higher scoring departments and transfer these practices to others.*

### Conclusion

After overcoming the initial reluctance of the Partners to allow an external independent body to speak to their clients, Rickerbys had a very good experience of partnering with Acuigen to better understand their clients' requirements. The plan for the immediate future is to undertake additional telephone qualitative interviews with 10 key clients to enable Rickerbys to better understand their relationship with their clients and then build on the existing relationships to enable more business opportunities and growth.

*“ Our Partners have been delighted with dealings with Acuigen and the whole process was appreciated by our clients. We were really surprised at the speed of the turnaround of the interviews. We saw the results within a week and the way in which they were reported on-line meant that if there were any areas or clients with particular issues, we could respond straight away. I think the on-going research will be at client level and I can see that becoming a regular occurrence.* ”

**Acuigen are specialists in providing professional service partnerships with Systematic Real-Time Client feedback.**

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