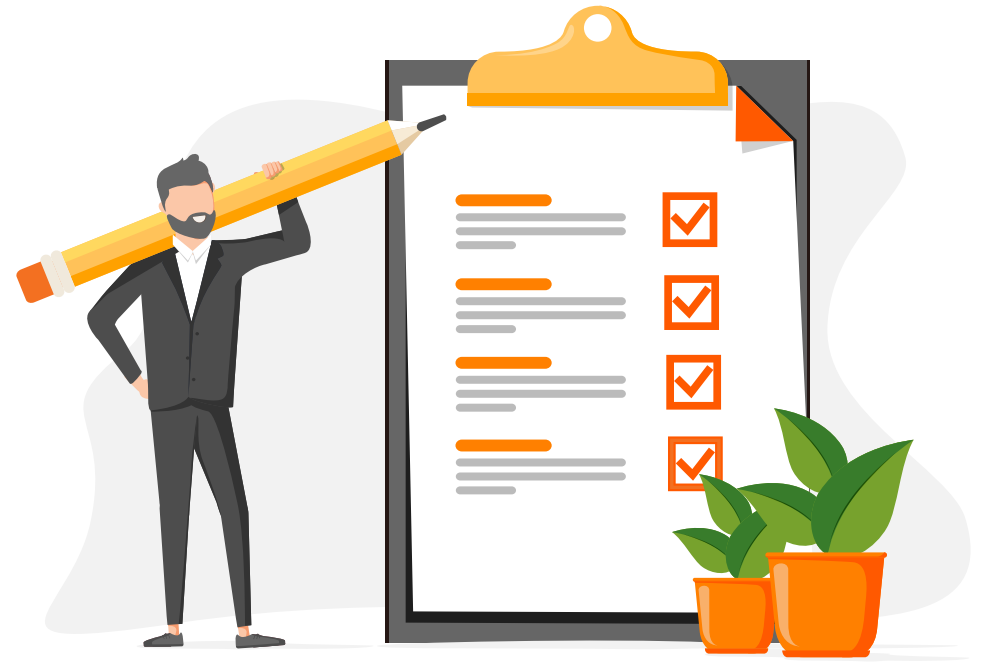
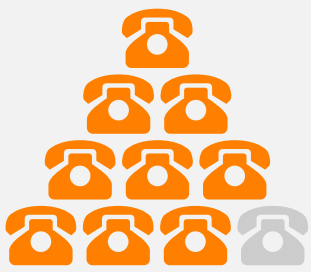


4 essential expectations OF TODAY'S BUSINESS CLIENTS

A survey conducted by Thomson Reuters indicates that business clients are becoming more discerning regarding which firms they hire and their expectations for satisfactory service.



1 BE RESPONSIVE

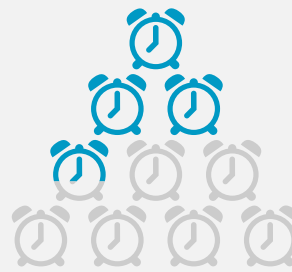


90% said that responsiveness was a highly important factor in making a hiring decision

44%

were dissatisfied with their firms' responsiveness to questions and concerns

2 WORK SWIFTLY



37% were not happy with the amount of time it took to resolve their legal issue

50%

moved work away from a firm due to inefficiency or a perceived lack of value

3 BE SAVVY WITH TECH



53% said that a law firm's use of technology was a highly important factor in the hiring decision

19%

had expectations around electronic communication that were not met

4 HAVE EXPERIENCE



80% said that specialized expertise was a highly important factor

90%

said confidence in ability was a highly important factor

HOW ATTORNEYS SHOULD RESPOND

Think Speed



Respond to all customer questions within 24 hours, even if you don't have a final answer yet

Embrace AI



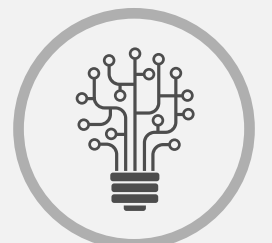
Let AI-powered research solutions increase your speed and accuracy

Commit to Tech



Invest in legal technology solutions for improved productivity and profitability

Increase Knowledge



Sharpen and expand your expertise with know-how solutions so you are prepared for any question

Learn more at legal.thomsonreuters.com