The #1 secret of successful firms.

40–50%

40–50% of clients are putting off seeking counsel until the pandemic subsides.

Yet, many firms continue to grow—and have been growing for years.

The secret?

A client-centric mindset combined with technology.

Client satisfaction is the highest-ranking factor to achieving success among legal professionals with **57% identifying client referrals and reviews as the main drivers of business**. It's also the number one factor for clients when selecting an attorney.

What do clients want?

53%

53% of consumers say **cloud technology** is a **necessity**. The ability to seamlessly shift between physical and remote interactions will set firms apart post-COVID.

>70%

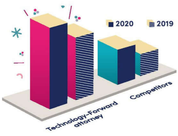
More than **70%** of clients prefer working with lawyers who offer electronic payments and document management.

Taking the client-centric mindset digital

Technology-forward attorneys outperform their competitors—and the gap is widening.

76%

76% of legal professionals believe that legal services can be streamlined when conducted virtually.



Firms that use multiple legal technology solutions collected

$19,541 more per lawyer in 2019,

and are estimated to have collected

$37,622 more in 2020.

Technology-forward firms are passing the savings to their clients. According to ***Clio's 2020 Legal Trends Report***, these firms are becoming "leaner, more efficient, and more client-centered."

The top 3 attributes that make a lawyer hireable, according to consumers:

1. Positive reviews / recommendations
2. Lower prices / discounts
3. Payment plan options

Meeting the needs of clients while also making the process easy and **convenient leads** to higher **client satisfaction** and, in turn, **new business** through **referrals, reviews, and repeat business**.

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