



## How to Run your Client Feedback Program on Nexl

# What is a Client Feedback Program?

- A Client Feedback Program (CFP), or Client Listening Program, is the cornerstone of a client-centric and service-oriented culture, and an institutional approach to legal service delivery and client satisfaction. It will also uncover unmet client needs and thus naturally lead to new business opportunities.
- Whether your client feedback program opt for electronic surveys, virtual calls, or in-person on-site visits, you will need a shared platform to plan and execute your program. All accounts and client contacts, as well as all related underlying engagement is automatically captured on Nexl, making it the ideal platform that will facilitate and accelerate your client feedback programs.

# What are the desired outcomes of a Client Feedback Program?

- Deeper insights into the clients' experience, perceptions, and your performance.
- A better understanding of the clients' business and legal needs.
- A recurring and structured process for meeting clients around service delivery.
- Improved ability to identify opportunities for cross-serving.
- Stronger client relationships and improved client satisfaction.



# How do Client Feedback Programs work?

## Governance

It is crucial to have senior sponsorship for such a program and have leadership take ownership of it. This can be the Managing Partner or a group of partners (BD or Client committee), often aided by the COO, CMO or BD Director. Leadership teams need to evaluate and review the impact of the overall program on a quarterly or annual basis. This implies having a reporting process that will highlight trends in client satisfaction metrics and new opportunities created for clients participating in the program.

## Objective Setting

Client Feedback Programs come in many different shapes and sizes. It is therefore important to think about your objectives and key results when designing the program. There is nothing worse than gathering feedback and then not knowing what to do with it! Nexl allows you to set concrete and measurable objectives to keep your program on track and focused on real business outcomes.

## Selecting Clients for your Feedback Program

The first step in any client feedback program is selecting the clients you will approach. Law firms typically tend to overload their Client Feedback Programs and start with too many clients at once. As a general rule, it is advised to not include more than one client per partner. So, if you are a 20-partner law firm, start your CFP with a maximum of 20 clients. Clients are usually selected on the basis of their recent revenues, strategic priorities, and perceived threats or opportunities. Defining these selection criteria objectively is important to secure partners' buy-in and have an institutional process.

## Defining the Process & Method

Your Client Feedback Program is effectively a research project, and thus requires a methodology and standardised practices to obtain, analyse, and report against the data you will be gathering. Law firms need to think about the the questionnaire or interview process, the way you want to capture the data (open-ended qualitative or closed quantitative questions) for processing the information and then reporting on it afterwards. Firms sometimes engage with third-party consultants to carry out some of the work and in that case will need to ensure that they are well embedded into the overall Project.

# How do Client Feedback Programs work?

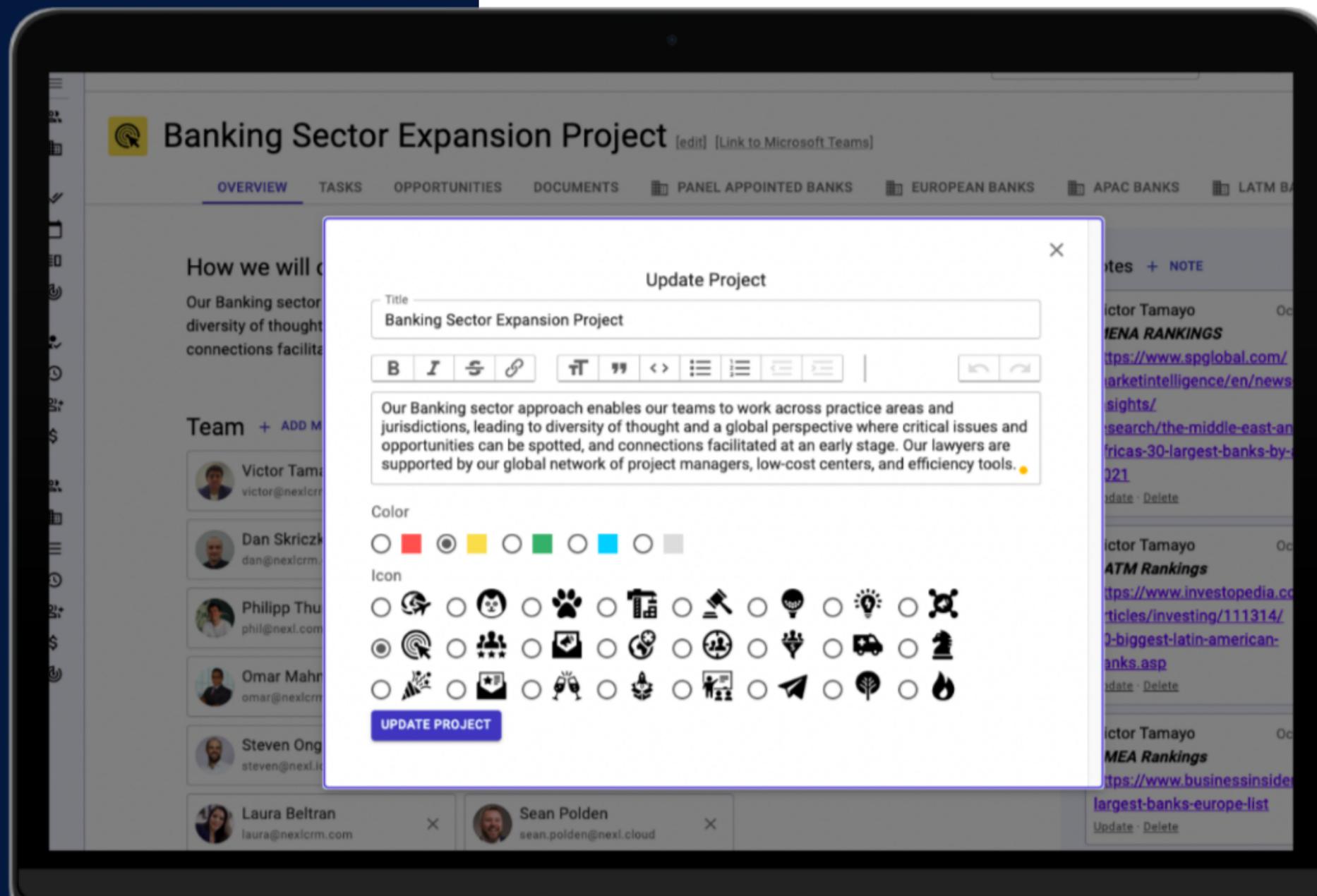
## Ensuring Follow-up

It is essential for any Client Feedback Program to have proper follow-up. This can range from practical issues related to billing, to client management and people-related issues. Special attention needs to be paid to any potential opportunities that results from the client engagement. These can relate to specific projects and business transactions, unserved business units or geographies, new business strategies, changes in key personnel, etc. These opportunities need to be managed actively and pushed through the opportunity funnel to be converted into actual revenue.

## Project Management & Reporting

To stay on track, your Client Feedback Program needs to coordinate a variety of tasks and activities. Collaboration is the name of the game: having a central place to track all this will improve transparency and accountability of the law firm. Law firms will have to decide on the appropriate cadence of meetings on the program level (senior leadership and senior relationship partners; quarterly or annually) and on the individual client team level (monthly or quarterly).

# How to use Nexl to Run your Client Feedback Program?



## Project name and description

The CFP is created on Nexl as a Project (under Productivity) and can take on any specific name the Firm has for it. In the description field (How will we collaborate), it is important to describe the purpose of the CFP, and explain how this project will be managed, governed and evaluated. Typically, a CFP is reviewed and updated on an annual basis.

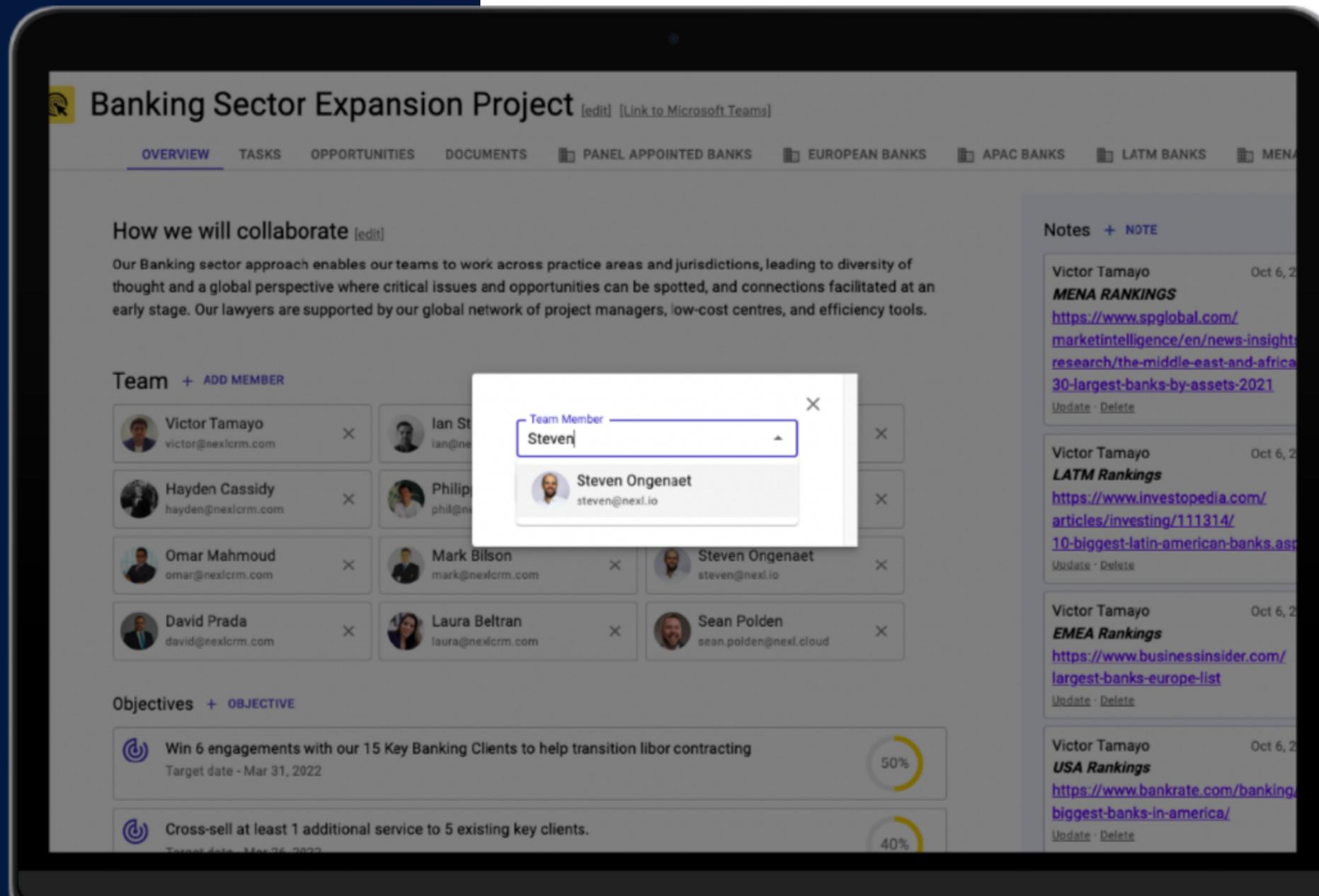
## Link your Project to MS Teams

To give you and your team easy access to your Nexl projects, you can link your projects with Microsoft Teams for easy access and increased collaboration.

# Create ownership and collaboration to manage your Client Feedback Program

The team managing your Client Feedback Program should consist of the project team and the relationship partners of the clients that have been selected.

Once team members are added, they will have access to the project in the main navigation menu.



# Set SMART Objectives to stay on track and keep focus

The screenshot displays the 'LIBOR Contract Management Program' dashboard. It features a navigation bar with tabs for OVERVIEW, TASKS, OPPORTUNITIES, DOCUMENTS, KEY PANEL CLIENTS, and LIBOR PROSPECTS (UNKNOWN). The main content area is divided into several sections:

- How we will collaborate:** A text block explaining the firm's collaborative approach to the LIBOR transition, with a 'Read more' link.
- Team:** A list of team members with their names and email addresses, including Mark Bilson, Steven Ongenaet, Dan Skriczka, Philipp Thurner, Ian Stewart, and Hayden Cassidy.
- Objectives:** A list of four SMART objectives with progress indicators (circular gauges) and target dates:
  - Win 6 engagements with our 15 Key Banking Clients to help transition libor contracting (50% progress, Target date: Mar 31, 2022)
  - Webinar on Libor for Non Panel Clients (6% progress, Target date: May 28, 2022)
  - Outreach to existing Banking clients where we are already on their panel for regulatory work (1% progress, Target date: Jan 27, 2022)
  - Keep the budget below \$50k (90% progress, Target date: Feb 11, 2022)
- Right-hand sidebar:** Contains a description of the objective, a list of projects (LIBOR Contract Management Program, Banking Sector Expansion Project), owners (Dennae Smith, Philipp Thurner), a measure (Current: 3 Clients, Target: 6 Clients, 50% progress), and a progress log showing updates from team members.

Nexl's Objectives module allows Firms to create SMART Client Feedback Objectives.

These can include program-specific objectives (e.g., improve Net Promotor Score, complete X number of interviews; generate X amount of new opportunities, introduce a X number of partners).

They can also be client-specific, or focused on a particular segment within the selection of participating clients.

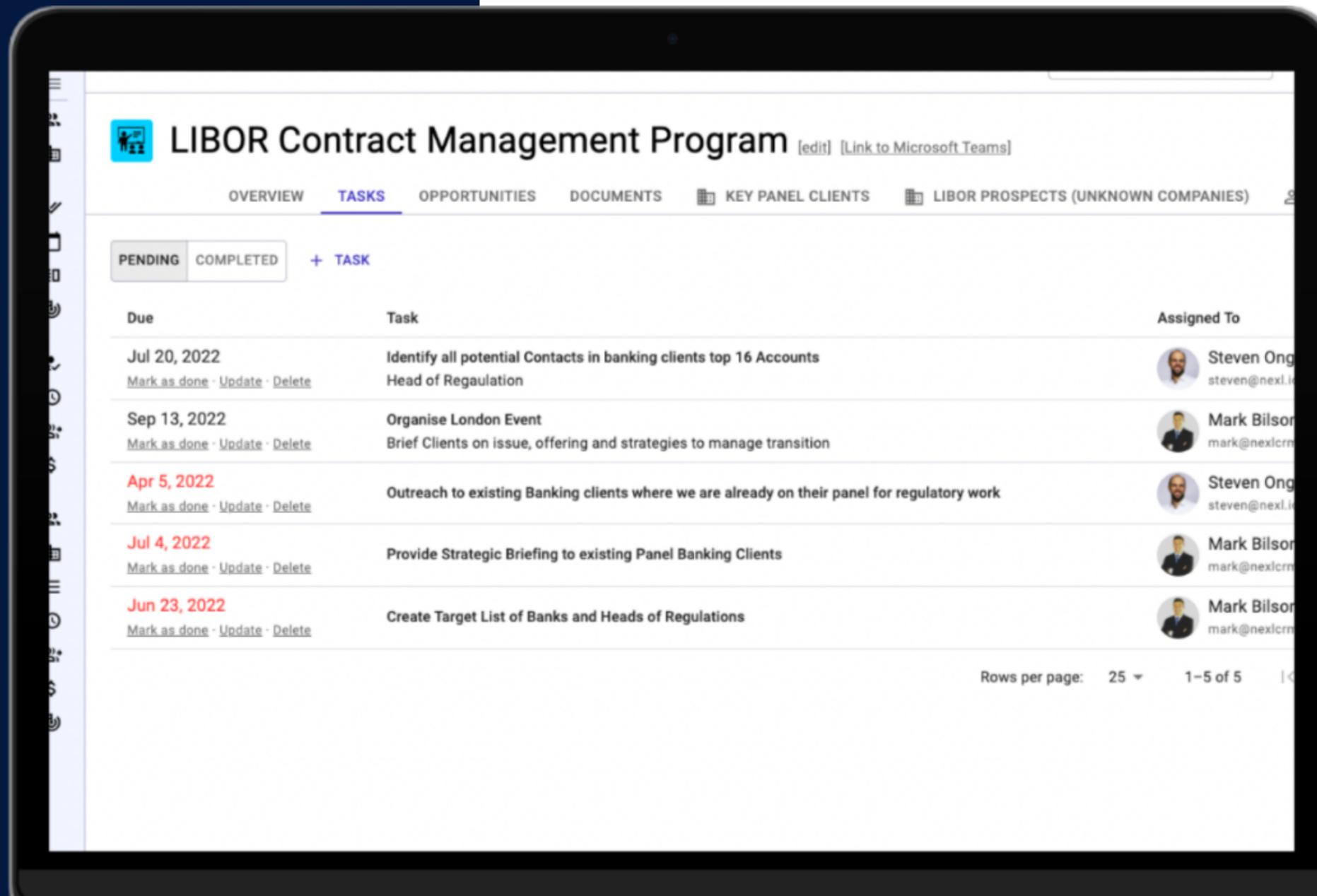
Whatever your objectives, make sure to do regular progress updates to stay on track!

# Set actionable tasks for increased accountability and transparency

Client Feedback Programs require planning and active coordination of all people involved.

Through our Tasks function, it is easy to keep track of deliverables and activities that need to happen to stay on track.

These tasks will trigger notifications and reminders, as well as provide a tool to achieve more accountability and transparency.

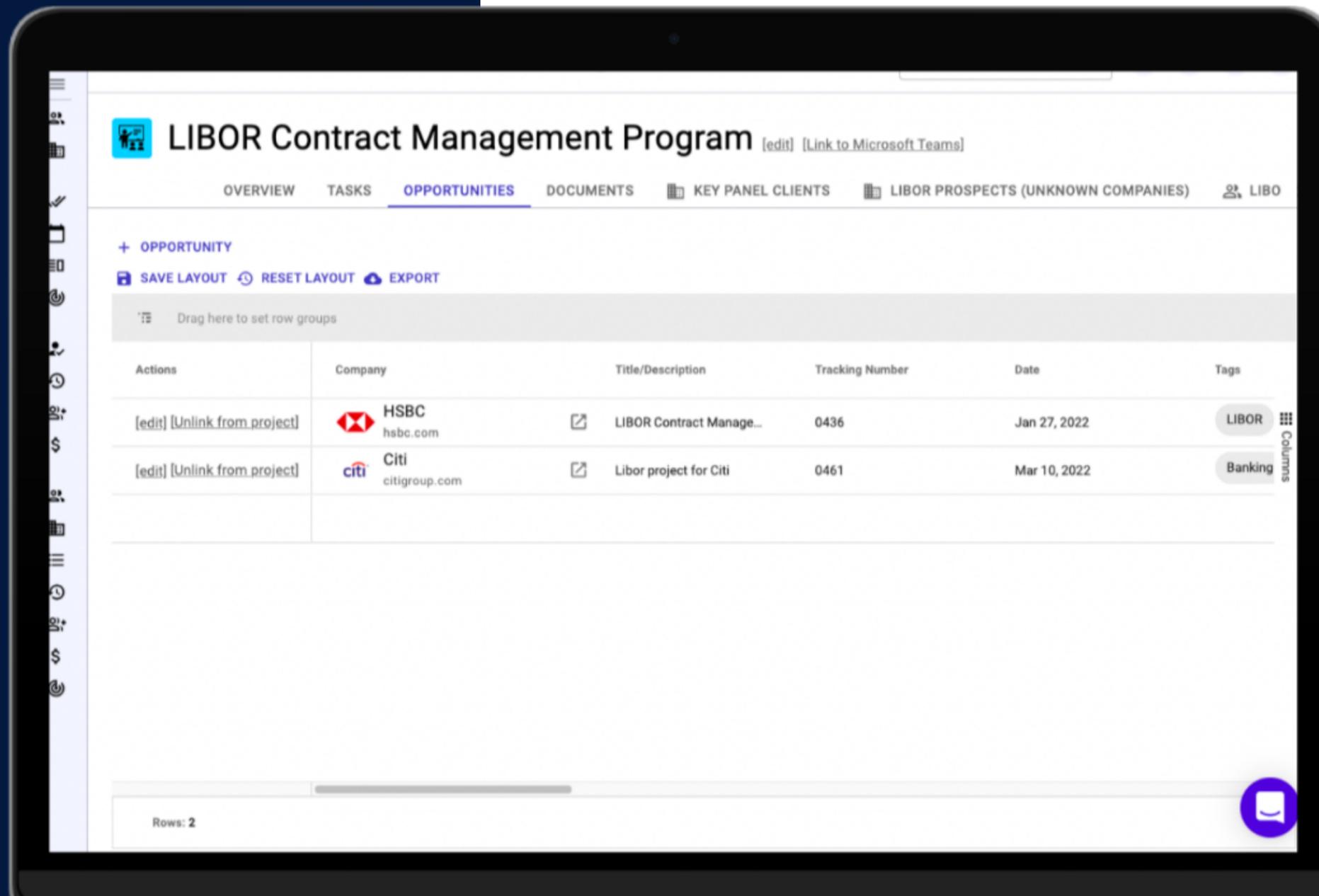


# Create and manage opportunities resulting from your client interviews

Typically, Client Feedback Programs also have revenue generation objectives.

As mentioned earlier, CFPs will uncover unmet client needs, identify new projects and gather information that allows firms to offer additional services to selected clients.

Any cross-selling strategies are more efficient when they are preceded by a Client Feedback Program.



The screenshot displays a software interface for the 'LIBOR Contract Management Program'. The interface includes a navigation menu with options like OVERVIEW, TASKS, OPPORTUNITIES, DOCUMENTS, KEY PANEL CLIENTS, and LIBOR PROSPECTS (UNKNOWN COMPANIES). Below the navigation, there are buttons for '+ OPPORTUNITY', 'SAVE LAYOUT', 'RESET LAYOUT', and 'EXPORT'. A table with the following columns is shown: Actions, Company, Title/Description, Tracking Number, Date, and Tags. Two rows of data are visible:

| Actions                      | Company   | Title/Description  | Tracking Number | Date         | Tags    |
|------------------------------|---|--|-----------------|--------------|---------|
| [edit] [Unlink from project] |  HSBC<br>hsbc.com      |  LIBOR Contract Manage... | 0436            | Jan 27, 2022 | LIBOR   |
| [edit] [Unlink from project] |  Citi<br>citigroup.com |  Libor project for Citi   | 0461            | Mar 10, 2022 | Banking |

At the bottom left, it indicates 'Rows: 2'. A purple chat icon is visible in the bottom right corner of the interface.

# Create your custom questionnaire & track everything in one place

By far the most powerful feature Nexl offers in Project is the ability to create all kinds of Lists on your Project.

These can be Company lists (your key clients), Contact lists, or any other type of list you want to track in the context of your KCP.

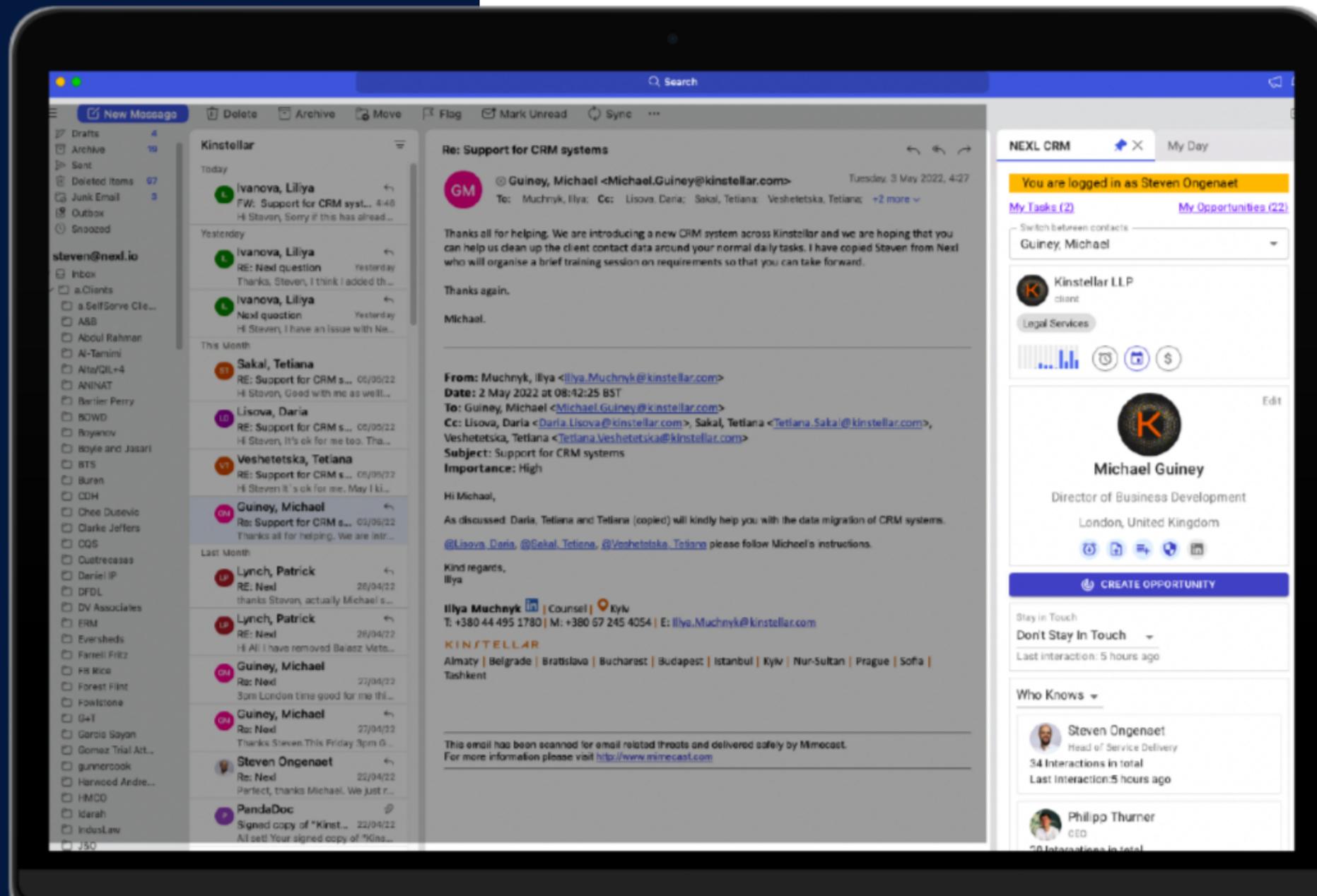
Nexl even allows to embed any inline frame to show HTML pages (think PowerBI reports, an Air-table, etc.)

The screenshot displays the Nexl interface for a project titled "LIBOR Contract Management Program". The interface includes a search bar, navigation tabs (OVERVIEW, TASKS, OPPORTUNITIES, DOCUMENTS, KEY PANEL CLIENTS, LIBOR PROSPECTS (UNKNOWN COMPANIES)), and a toolbar with options like CREATE COLUMN, MANAGE COLUMNS, SAVE LAYOUT, RESET LAYOUT, EXPORT, and ADD COMPANY. The main content is a table of key panel clients.

| Company  | Location                    | Client Health | Contact Count | Engagement | Last Interaction |
|--|-----------------------------|---------------|---------------|------------|------------------|
| <input type="checkbox"/> Gilbert + To<br>gtlaw.com.au  | Sydney, NSW, Australia      |               | 145           |            | Jul 4, 2022      |
| <input type="checkbox"/> HSBC<br>hsbc.com              | London, Greater London,...  | ☆☆☆           | 66            |            | Feb 28, 2022     |
| <input type="checkbox"/> KLAR Advol<br>klaradvokater.i | Copenhagen, Denmark         |               | 11            |            | Dec 2, 2021      |
| <input type="checkbox"/> BNP Pariba<br>bnpparibas.co   | Massachusetts, United S...  | ☆☆☆           | 1             |            | Aug 23, 2021     |
| <input type="checkbox"/> santander<br>santander.co.uk  | London, England, United ... | ☆☆☆           | 1             |            |                  |
| <input type="checkbox"/> lloyds bank<br>lloydsbank.cor | London, England, United ... | ☆☆☆           | 1             |            |                  |
| <input type="checkbox"/> ebrd<br>ebrd.com              | London, United Kingdom      | ☆☆☆           |               |            |                  |
| <input type="checkbox"/> standard cf<br>sc.com         | London, 5dd, United King... | ☆☆☆           | 3             |            |                  |

# Grow revenues right from your inbox

Nexl's Outlook plug-in gives you access to all the data and functionalities without leaving your inbox.



Nexl offers access to the data and functionalities such as Referral and Opportunity tracking right from within your Outlook.

You can add the Referral or Opportunity in a few clicks, adding the email thread as background reference to the Opportunity record in Nexl.



# Benefits of using Nexl

## PARTNERS

- Stay on top of your most valuable relationships
- Win new business, retain clients and get more referrals
- See who else is engaging with your clients so you look better informed when meeting them
- Focus your BD efforts on the right clients and contacts
- Win the right type of clients and work in strategic sectors
- Give and get more introductions into existing clients of the firm
- Execute your business plan easier

## BUSINESS DEVELOPMENT

- Focus BD activity on key relationships and existing panels
- Focus efforts on key sectors
- Optimization of commercial processes and improvement win rates pitches
- Higher impact coaching work with detailed engagement data
- Establish or strengthen international country desks
- Create more focus in roadshows and international events
- Develop and execute a data-driven international strategy

## MARKETING

- Eliminate burden of data stewardship, saving valuable time
- Focused thought leadership on the right audience
- Create meaningful and personalized experiences for your key contacts
- Improve the ROI of your events
- Higher engagement from your Marketing campaigns
- Simplify Marketing segmentation
- Easy process to gather contacts from partners

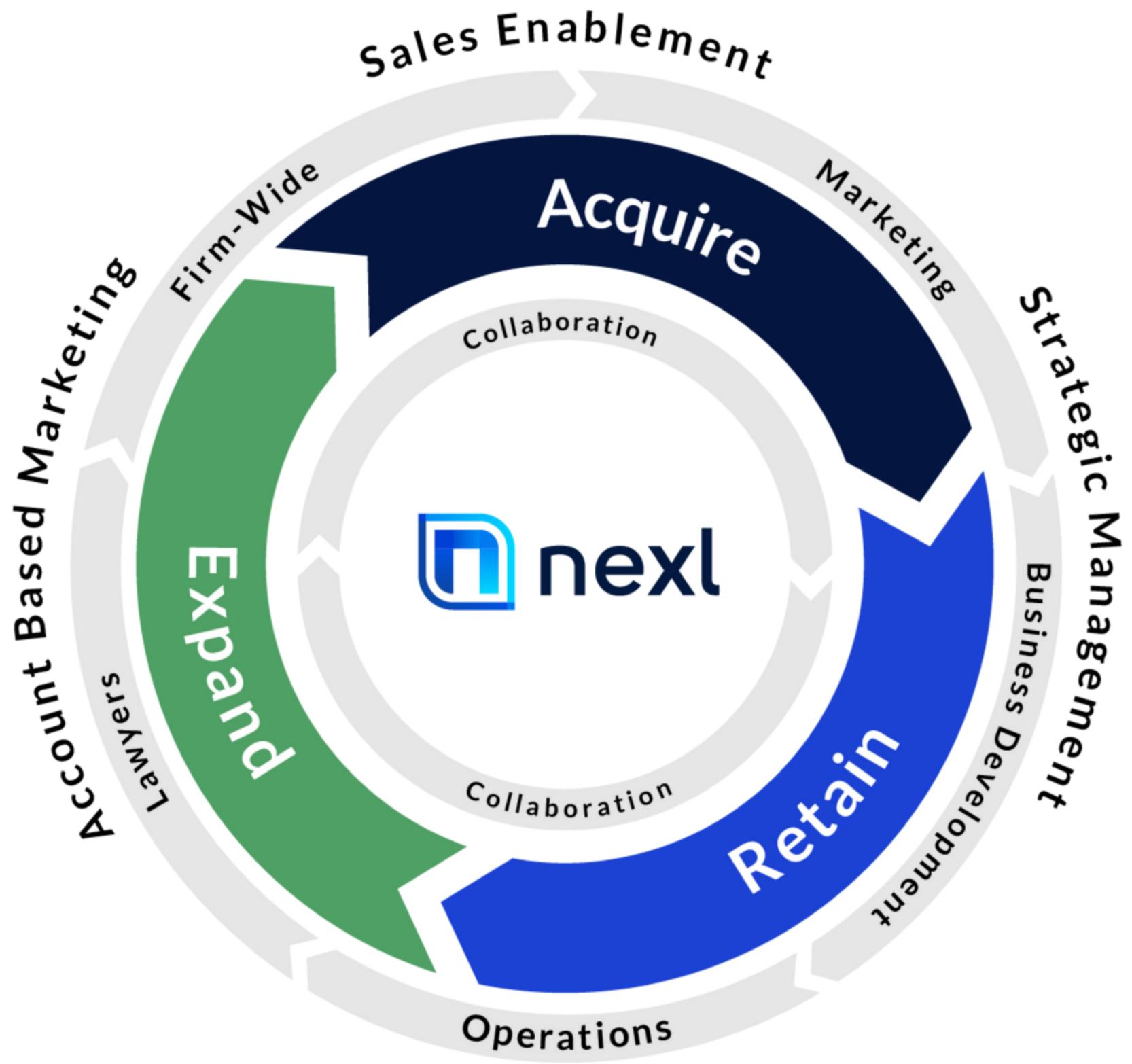


The legal market has changed  
Law Firms now live in a competitive, data-driven business world – where any law firm can approach any client, anytime.

In this competitive world, law firms can no longer work in silos and passively wait for clients to come to them.

To stay competitive, lawyers and law firms must break down knowledge barriers, share resources and go from passive to active and collaborative business development.

To help lawyers move from passive to active business development, Nexl enables improves client retention, expansion of existing client accounts and new client acquisition.





NEXL is a leading provider of innovative legal technology solutions aimed at creating efficiencies, accelerating growth and providing data-driven insights that drive smart decision making. We offer scalable solutions for law firms of all shapes and sizes. Founded by legal professionals with vast experience working within legal firms, NEXL grew out of a desire to fundamentally change the way that legal firms grow and engage with internal and external stakeholders. The existing way of managing these relationships doesn't work. Today, we're driving the delivery of smart, innovative and technology-driven services to clients worldwide. Smart, insight-driven solutions underpin NEXL's purpose. Drawing from our own practical experience working within the professional services industry, our purpose is to develop and deliver technology solutions that will drive positive change in how law firms manage their client relationships and grow their practice.

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