

## Expanding your services without increasing your costs.

Many traditional models of work are starting to change for solicitors and barristers. Firms and in-house teams are looking to improve their flexibility, client offering and customer service to help them develop. The bar is also changing and the support it provides can help you expand the work delivered by your existing team or provide additional support at times when resources are stretched.

Firms in particular are looking to expand the services they can offer to clients or improve on the service they are offering. Doing this without increasing the headcount or budgets is a real challenge. I am working with a number of firms who wanted to do this and together we are achieving some great results. Every firm is different in the same way that every client is different. Some of those who have instructed me have done so to provide a service to their clients which they couldn't previously offer. They have added a commercial legal service which is getting excellent feedback from their clients. Others needed some temporary additional resource and we have been able to do this too.



Working closely with clients ensuring key needs are understood

Working directly with solicitor's clients or providing back office support is allows firms and teams to improve their profitability and client satisfaction. Doing this in a way that avoids adding a new administrative burden is key to the service offering. It is about expanding services without adding new costs. My experience of working directly with business over the last 20 years means I understand the issues the end client is facing quickly and more importantly understand the risks they need to address.

I develop a service for my clients which ensures the service delivered to the end client is seamless and part of the firm's own service and not something which looks outsourced to a third party.



### **Why are firms looking to add to their services?**

The reasons differs but include:

- Adding a high quality commercial contract advice to other corporate and commercial services;
- Adding a new service element to their current offering;
- Adding a flexible resource to their team for periods of high volume.

Greg is a former Bupa General

My services are offered under the firms brand with charges being made by the firm. The level of charges ensure that the firms are able to maintain their own margins reflecting their costs of supporting the client. The approach is always to develop something which benefits both the client and the firm.

### **How does the support work?**

The support is very much tailored to a firm's needs. It is generally provided from Chambers, although meeting clients and attending meetings is necessary for a number of projects. It has always used the firm's brand and it is important to build the level of trust needed to represent the firm.

### **What do clients gain?**

Clients gain access to additional resource. They can continue to work with firms they know.

### **What do firms gain?**

The support allows matters that would have been referred elsewhere to be retained. They have the use of a senior lawyer with a commercial background at a competitive rate such that there remains room for profit.

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