

## WHAT DOES 'AWESOME' LOOK LIKE?



**W**e've all heard the calls for change at the Bar, for chambers to be more relevant, sustainable, attract more talent, continue to compete and deliver the quality of expertise that our customers expect. But who is rising to the challenge?

### People First

Clerksroom is a business that exists because of its people. This should be the case for all B2B brands, but particularly legal services. However, we do not rank our barristers any higher than our complete network of awesome people.

When we talk about 'our people', we mean our clients; those who send us work, use our services and pay our fees. 'Our people' also include our suppliers who help us deliver our great service. Our people are also, and very importantly, our staff and our barristers; the people who make the business great and who are working together to create an awesome future.

### A culture of change

What makes Clerksroom different to any other chambers in England & Wales is the culture. A culture that has taken 15 years of continuous hard work to develop and build. A culture that does not accept 'good' as it must be 'great'. Then, when we achieve 'great', we review it again and ask ourselves what 'awesome' looks like. By awesome, we simply mean 'extremely impressive'.

'Awesome' in the legal profession isn't always easy to achieve, but we take time out on a daily basis to see what awesome looks like and how we can one day achieve it.

### Change handlers

Thanks to some heavy and measured investment into our people and our processes, as well as our marketing (as we have previously discussed in *Modern Claims*), we have the ability to prove our model delivers sustainable benefits to all involved. This is why our growth rates continue to rise, our investments in people and digital marketing increase and why our contractual arrangements grow on a daily basis.

Every pound of marketing spend, investment in our people and business development can be tracked into our conversion rates. We do our job and we expect our people to do theirs. This is why we look for exceptional, forward-thinking professionals to join our exceptional business.

We believe the future is bright, positive and full of opportunity. We also accept that we will need to change, move swiftly and react to the raft of changes coming our way soon - and that requires some seriously awesome people. ●

More information about our culture, our work and our values can be found at [Clerksroom.com](http://Clerksroom.com)

**STEPHEN WARD**, Managing Director, Clerksroom, Clerksroom Mediators & Clerksroom Direct.



## WORD OF MOUTH

**Does the claims industry utilise social media to its maximum potential and could/should insurers adapt some of the successful marketing techniques of CMCs and aggregator sites for their own marketing purposes?**

**I**nsurance for many is a necessity and can be purchased begrudgingly, often settling for a policy it is hoped will be adequate, but hoping that if a claim were to become necessary, then the insurer will live up to their name by providing the great customer service expected and the claim will go through smoothly!

Aggregator sites that deal with prices, along with policy details, are often seen as a great way of finding cover at a competitive price. They are well visited, easy to use and a good way for prospective clients to view a multitude of insurers and purchase a policy without ever having heard of them and never having the need to pick up the phone; a great sales tool, alongside the insurer's own website.

Some insurers have started to step away from aggregator sites for various reasons and it is also thought that some prospective clients visit an aggregator site just to find the cheapest quote, which makes the product even more of a grudge purchase, which for some will never change. This then begs the question on how to stand out from the crowd, be different and educate prospective clients that it is not all about the price of the policy, but to take a look at the cover provided and - equally as important - to have the availability to review services provided by the claims department, should their services be called for.

The true worth of an insurance company comes at the time of a claim, when the purchaser needs help and understanding the most. The most intelligent and forward thinking of firms, who think outside the box, placing their heads above the parapet by providing details on those who have claimed on their policies, the service experienced and the journey involved, via a third party, will lead the way and provide the information many purchasers require to make a decision. One that is not just based on price alone.

Be different; providing reviews on quality creates demand! ●

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