

## **EnergiseLegal case study**

### **Firms/Marketing Us/Marketing Strategies**

### **Client journey experience workshops**

#### **The Brief**

- Private client department of a regional law firm wanting to build their competitive advantage with more competition.
- Create an engaging CPD approach for solicitors from trainee to equity partner to help them improve client service.

#### **Our Role**

- Design and deliver two 2 hour bespoke workshops client journey experience workshops with focus on the different touchpoints.
- Create exercises tailored to the solicitors' needs and focus areas.
- Ensure action planning and clear outcomes for all participants.
- Overcome any blocks and resistance to change.

#### **The Result**

- Engaged participants with insightful practical exercises.
- Heightened awareness of solicitors to put themselves in the client's shoes.
- A shift in awareness from a 'transactional' to a 'relational' client relationship management mindset.
- Output to be further developed by the practice group with insights to inform process improvements.
- Practical tools and frameworks to be used in future by new team members.