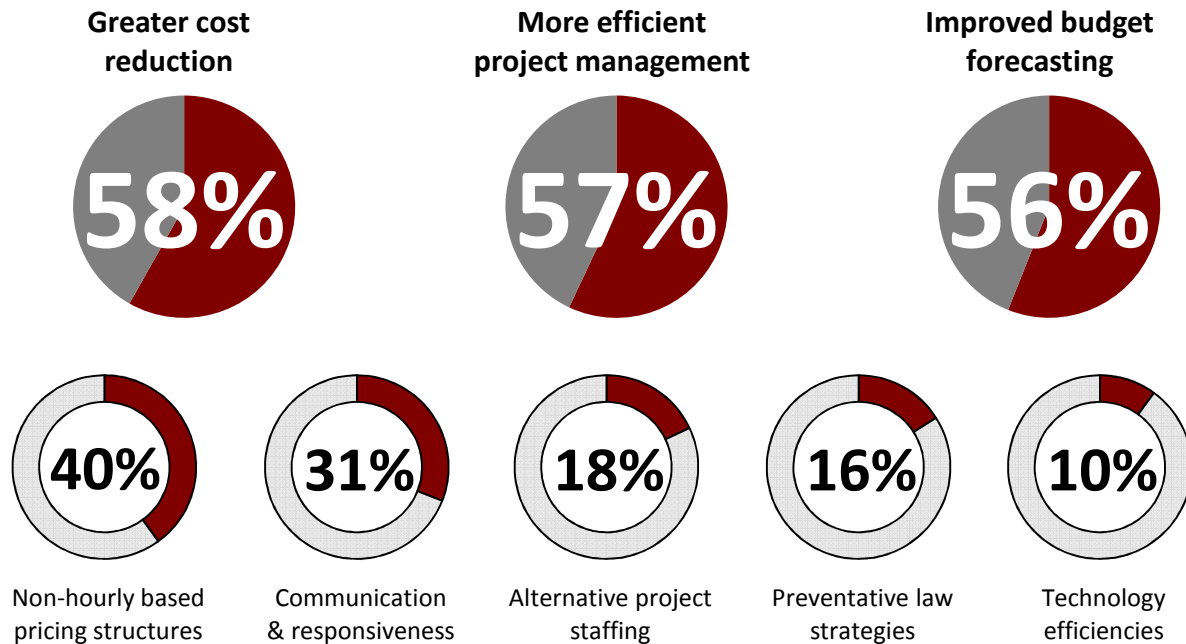


# What Clients Want – A Law Firm Cheat Sheet

## WE ASKED CHIEF LEGAL OFFICERS:

Select the top three service improvements and innovations you would most like to see from your outside counsel.



## WE ASKED CHIEF LEGAL OFFICERS:

Excluding 'bet the company' matters, if you could select only one of the following outside counsel pricing scenarios, which would you want most?

<b>TRANSPARENT PRICING</b>	"We want to understand how/why the price is set and have the opportunity to discuss changes."	<b>37%</b>
<b>GUARANTEED PRICING</b>	"We want to know in advance what it will cost."	<b>27%</b>
<b>VALUE-BASED PRICING</b>	"We want to pay a variable price based on our assessment of the value we receive."	<b>26%</b>
<b>LOWEST PRICING</b>	"We want the lowest price available."	<b>10%</b>

# What Clients Want – A Law Firm Cheat Sheet

## **The Inside-Outside Relationship**

Altman Weil's 2014 *Chief Legal Officer Survey* asked Chief Legal Officers (CLOs) which service improvements and innovations they would most like to see from their outside counsel. The top improvement, selected by 58% of respondents, is greater cost reduction. Also at the top of the list are 'more efficient project management' chosen by 57% of CLOs and 'improved budget forecasting' selected by 56% of the top legal officers.

The survey asked about preferences for outside counsel pricing on work other than 'bet the company' matters. Thirty-seven percent of CLOs said they prefer transparent pricing in which they understand how and why the price is set and have the opportunity to discuss changes. Twenty-seven percent chose guaranteed pricing, and 26% opted for value-based pricing, defined as a variable price based on the CLO's assessment of value received. Only 10% of respondents said they wanted the lowest price available.

Initially it may seem that law departments just want to pay less for outside counsel. But these results show it's more complicated. Some CLOs really want law firms to be more efficient and to align with their department's internal efforts to innovate legal service delivery. Others may have a more transactional relationship with outside counsel that is primarily driven by price considerations.

## **The 2014 Chief Legal Officer Survey**

The *Chief Legal Officer Survey* has been conducted and published annually by Altman Weil since 2000, most recently in September and October 2014. One hundred and eighty six responses were received for the 2014 survey, 15.6% of the 1,189 corporate law departments invited to participate. Demographic and budgetary data on responding law departments is included in the survey report.

The survey report is available online at [www.altmanweil.com/CLO2014](http://www.altmanweil.com/CLO2014).