

The Future of Legal Technology Report

Insights into tech trends that boost customer engagement, sales performance and marketing efficiency



Key observations

- **Optimized business development** - half of the respondents (49%) stated that lack of training, coaching and leadership had hindered their performance recently.
- **Barriers for change** - 29% of Managing Partners identified equipping Business Development with better tools as the best solution for resolving issues of underperformance.
- **Competitive advantage** - Legal Marketing and Business Development professionals said their competitors were more advanced in digital transformation (38%), they monetized their data better (32%) as well as being more customer-focused (32%).
- **UX tools and customizable solutions** - Almost half agreed that the essential solutions for better customer engagement and retention were UX tools that enabled customer-driven messaging at 48%, and customizable client solutions at 45%.
- **Alignment is key** - 23% of Marketing and Business Development professionals described their internal relations as missing coordination and being either ad-hoc or non-existent. And, when working remotely, the misalignment jumped to 39%.

About the report

This report analyses the market and current challenges in digital transformation based on the findings from the Atomik Research survey. It provides guidance on emerging technology, as well as support from partners with strong end-to-end, expertise and best in class toolkits.

Survey process

Atomik Research reached out to over 1500 people from UK and US law firms with between 100-500 staff on 'The Future of Legal Technology' during June and July 2020 to gauge their awareness and understanding of internal and client-driven legal technologies.

Mobile leading the tech revolution



How do legal firms navigate the maze of technologies and choose the right tools that are easy to integrate, scale, secure and adapt to your future needs?

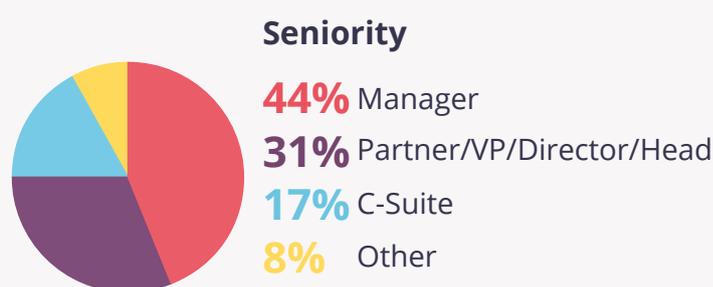
According to [Statista](#), in 2017, there were 178 billion app downloads. That number is projected to grow to 205 billion this year, and 258 billion in 2022 - a 45 % increase over five years. Big players like Amazon Honeycode and Microsoft Powerapps have realized the lucrative potential and created their own low code/no code mobile app platforms recently. Technology alone is not the answer. An understanding of the business goals, challenges and processes is key to ensuring that this technology adds value to a firm.

The low code/no code app platforms provide flexible technology that allows B2B organizations, including law firms, to create easily accessible, fast-to-market solutions - whether practice or client-driven.

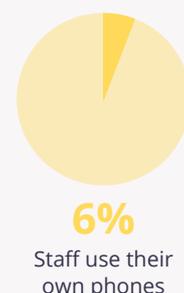
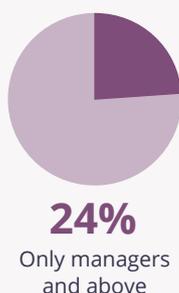
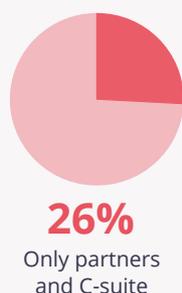
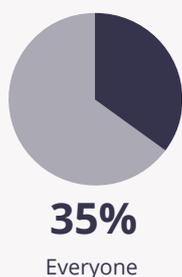
With these issues in mind, the survey focused on understanding the use of technology in law firms, including mobile/cell phone solutions. Based on the results, the report reveals market insights to enable informed technology investment decisions, including:

- Analysis of their practice and client-driven technology stack
- Current business and technology challenges
- Customer engagement, retention and new business challenges
- Competition activity and comparison
- Future tech investment plans

Breakdown of survey respondents by department, seniority and mobile/cell phone



Does your company provide cell/mobile phones to staff?

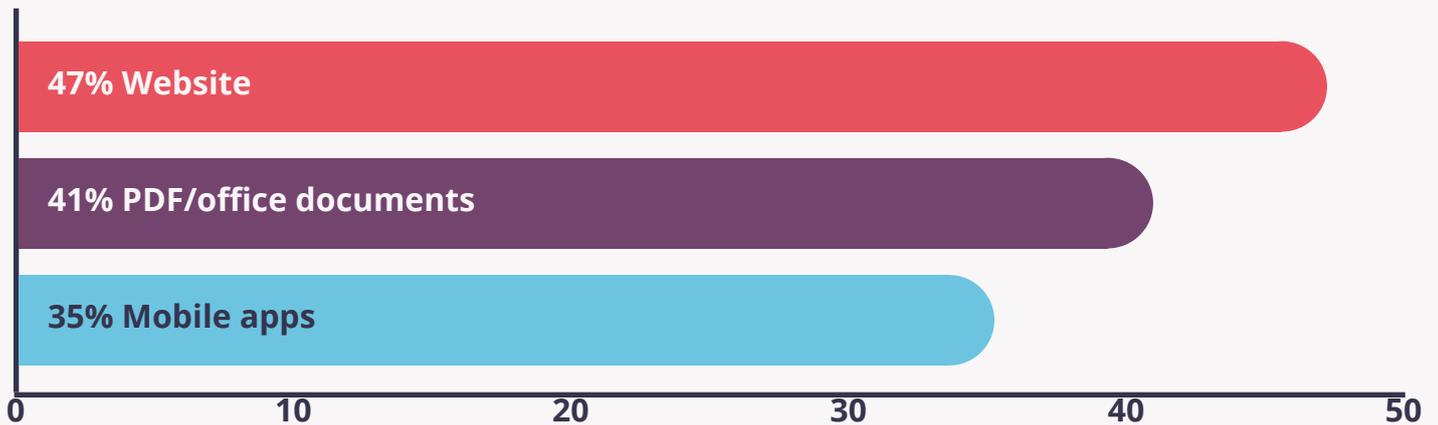


Client communication

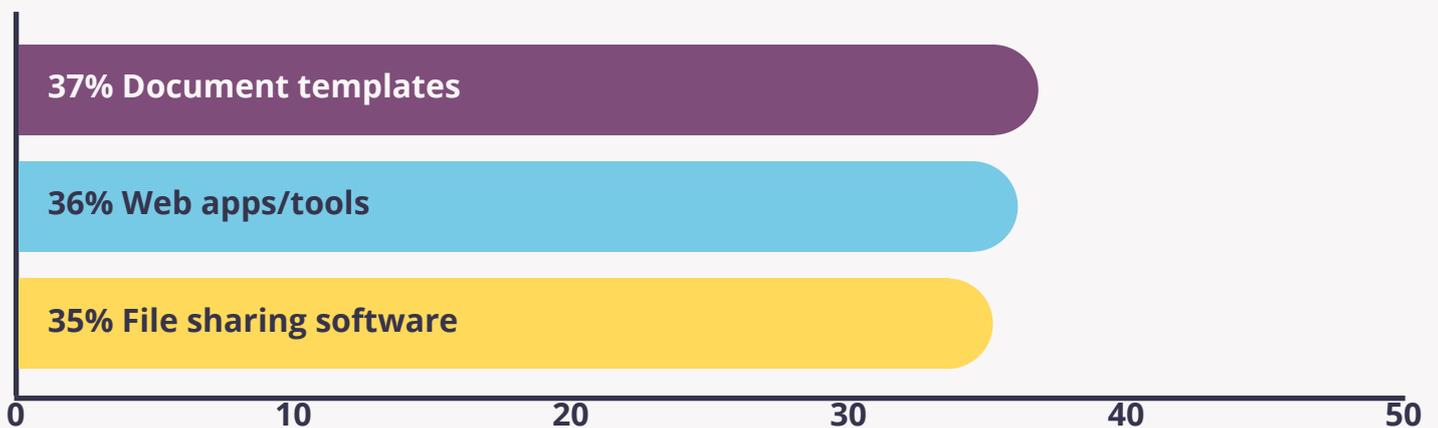


The surveyed audience were asked to name the technologies that were EXTREMELY important to them when engaging with clients. In both cases, website related tools and templates / office documents were in the top three, followed by sharing software and mobile apps.

The most important technologies to DELIVER information to clients



The most important technologies to help your clients WORK WITH YOU



Client Communication Technologies - Future Investment

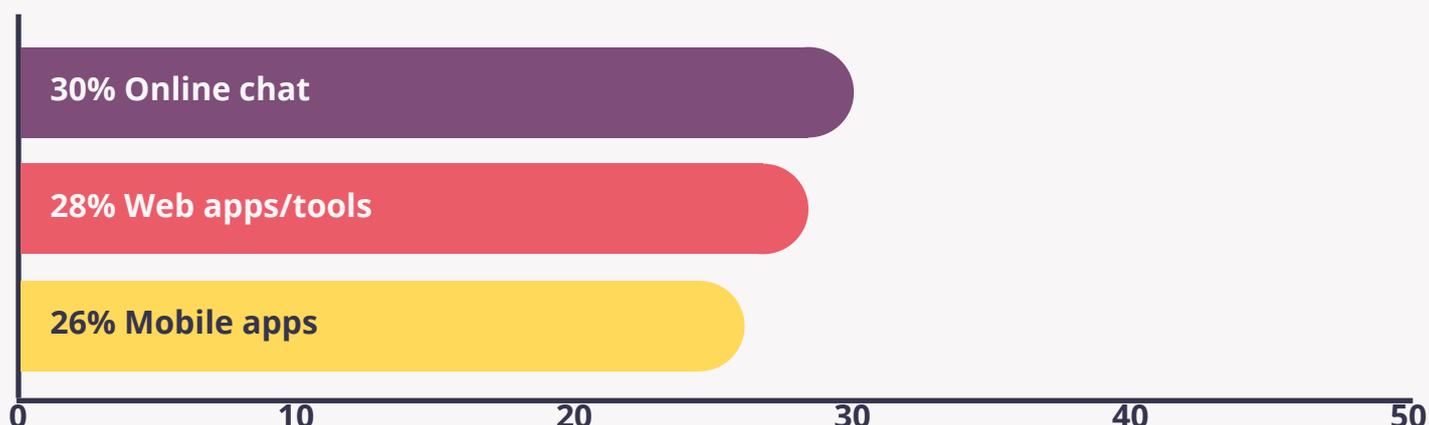


Post Covid-19 customer management

“Lessons from past downturns can help law firms respond to near-term challenges and set the right priorities for the long run.” According to a recent [McKinsey report](#), ‘COVID-19: Implications for law firms’, having a client-focused approach is key. Their business context has shifted dramatically, presenting unprecedented challenges. The report advises partners to proactively connect with clients and listen to their needs to deepen trust.

Our survey revealed the 3 top technologies that law firms said will be their investment priorities in the next 6-12 months as shown in the graph below.

Top 3 technology investments in the next 6-12 months



What are the technologies you have planned to invest in to build and deepen trust with prospects and clients alike?



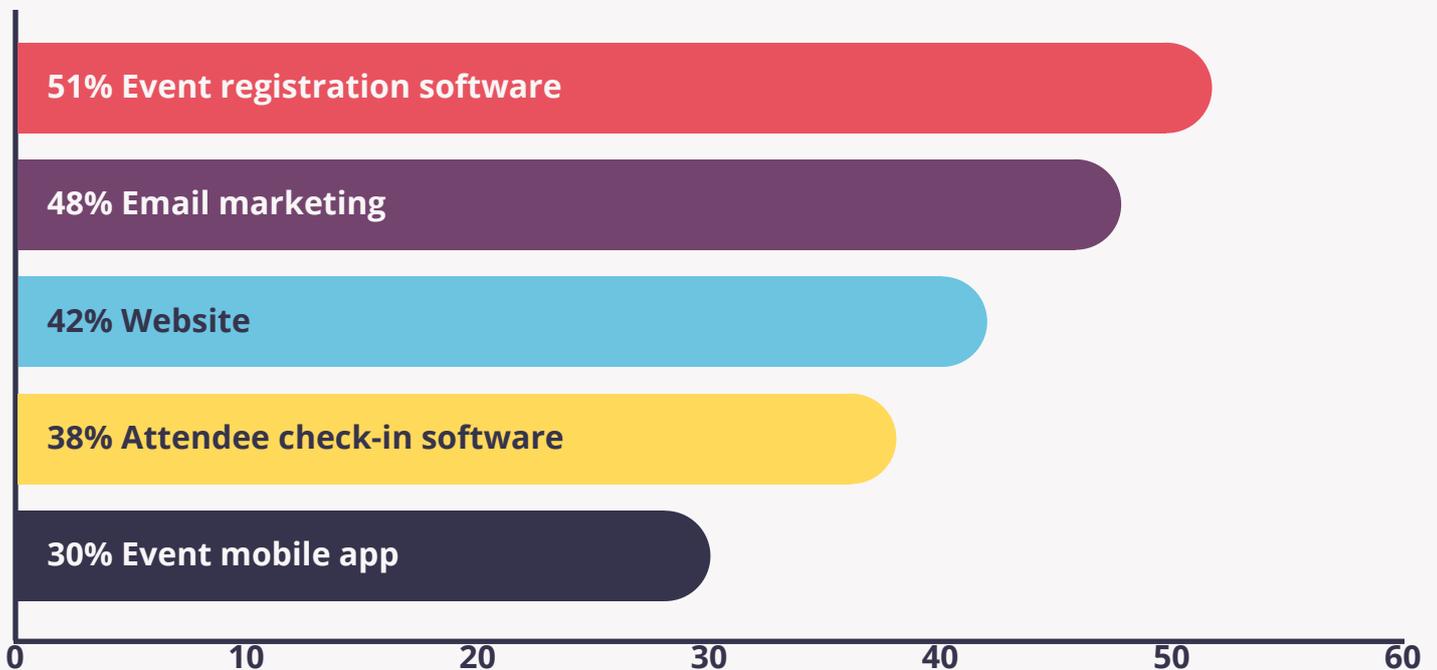
Event tools drive customer engagement and new business

Hosting an event, whether on or offline, is a great way to strengthen existing client relationships while developing connections with new prospects. They offer opportunities to engage on a deeper level, which is key to forming the trust that is crucial for business development. Apart from new leads, they also generate positive publicity and help position law firms as thought leaders.

However, with many moving parts and often multiple stakeholders being involved, from marketing to speakers and venues for physical events, equipping marketing with the right tools will not only improve efficiency, time to market but also results.

The surveyed audience was asked to name the technologies that were EXTREMELY important to them when running events.

The most important technologies when running EVENTS





Since working from home...

Over 40%

...of Managing Partners stated that Business Development has been underperforming.

39% said that they are on target.

Only 20% said they were over-performing.

Remote working challenges



Remote working - what has mainly impacted sales results?



Equipping teams for the New Normal

Since your Marketing and Business Development teams have been working from home, we asked what has had the greatest impact on their results. In the 'New Normal' of remote working, it was no surprise that Managing Partners and Marketing & Business Development Leaders agreed that customer issues were the most pressing challenge, followed by team and people management.

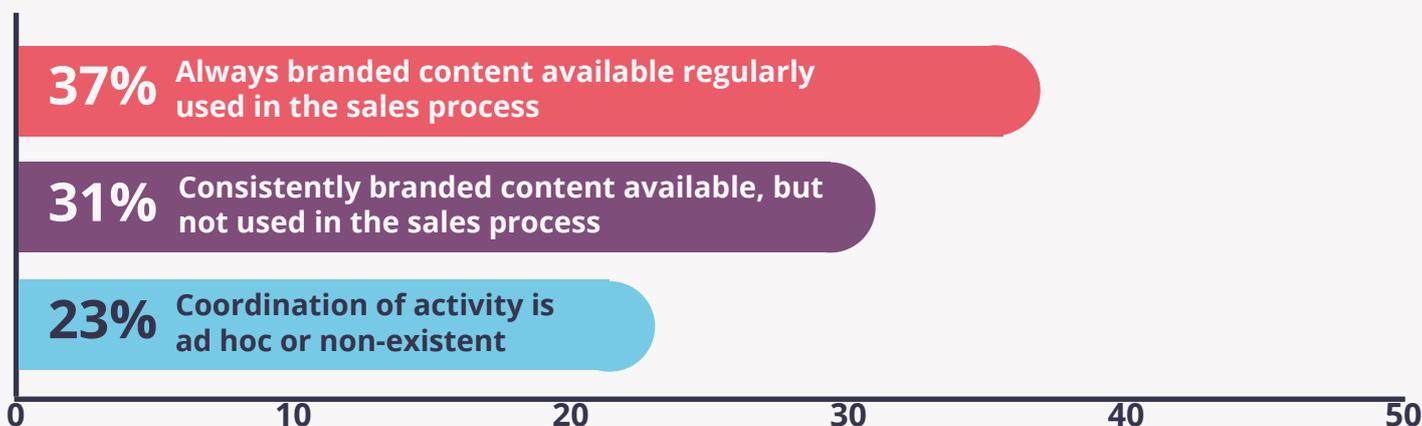
When assessing investments into new technology, law firms should be addressing how to support a long term remote working environment working. The questions leaders should ask:

- How do I engage with prospects and customers alike to ensure competitiveness and growth?
- How do I onboard, train and coach sales teams, to keep them motivated for better results?
- What tools would help to align sales and marketing for better client engagement and growth?

Marketing & Sales alignment



How would you describe your marketing and sales activity?



Aligning targets and priorities for success

A recent [Forbes](#) article agreed that adopting a shared vision of the customer journey and finding a common set of priorities between sales and marketing are key to successful alignment. Your clients and prospects core needs should be the focus of any sales content / collateral, and should be owned by marketing with major input by the sales or business development team.

Other considerations to build a better sales and marketing machine include understanding:

- What is the most effective language and terminology to use to attract new clients?
- What tools would help to align sales and marketing for better client engagement and growth?
- How do we measure success of campaigns to optimize content to ensure ongoing performance continually?



What are your competitors doing that you want to do more of?

1

Digital transformation and modern tools (38%)

With the marketing and sales technology stack landscape expanding at an unprecedented rate, it's now more crucial than ever to ensure that you have the right technology that will move the needle for your firm's growth. What are the tools your firm could implement without the need for additional resources, thereby advancing your digital capabilities without financial or time burdens?

2

Customer Focused (32%)

Making your customer and potential customers the focal point of your marketing and business development efforts will help to ensure that you are delivering what matters to them most. How can you ensure that your clients' needs and values remain at the heart of everything you do?

3

Monetize data better (32%)

Technology is enabling more law firms than ever before to productize their services, through the creation of client portals and business development playbooks. What services or knowledge could your firm better utilize to create value-add propositions or additional revenue?

4

Internal alignment (31%)

Law firms that align their messages and content internally ensure a smooth and consistent voice to clients and potential clients. Are there areas within your firm that could benefit from an internal system for briefing and collaborating on external-facing content?

5

Advanced onboarding, coaching and training (23%)

A comprehensive induction, learning and mentoring program will help employees to be more effective in their roles. Do you have the technology and tools in place to ensure the successful integration of new members of staff and continual nurturing of existing staff?



What would help your organization to improve?

1

UX-driven tool (48%)

Clients and prospects are increasingly expecting a more personalized service. Utilizing a user experience-driven tool allows marketers to create customer-driven messaging easily, that can then be instantly leveraged by all departments. What are the tools you have in place to help deliver this tailored relationship?

2

Customizable client solutions (45%)

The increase in personalized service offering from firms demands the use of a flexible platform enabling customer-driven messaging. Generic client solutions are no longer accepted and are expected to be customized to suit each individual client's requirements. Do you have customizable client solution capabilities?

3

Real-time analytics (35%)

The rise of data availability ensures that firms can continually optimize based on fact. Having access to customer insights via real-time analytics shows a marked improvement in engagement and retention. What data and metrics are you using to boost engagement?

4

Localizing and tailoring messaging (27%)

With the expectation of personalized solutions and services comes the requirement for localized and tailored messaging. This creates differentiation in a crowded market, therefore, generating better results with an audience that feels understood by you. What challenges do you have producing localized messages?

5

Virtual events and webinars (10%)

In the 'New Normal' of remote working, it has become imperative to deliver events virtually. Finding technology and tools to create, manage and run effective webinars easily will, in turn, generate leads for sales to make up for what would have come from in-person events. How is your team managing events in the new normal?

Technology boosting client engagement, retention and business performance

Low code / no code mobile app solutions

Client solutions

Guide/Education

E.g. Client-specific education apps

Comparison/Reference

E.g. Multi-jurisdictional reference guides

Tools

E.g. Interactive checklists and calculators

KYC

E.g. Client onboarding apps

Legal Emergency Management

E.g. Crisis response apps

Staff solutions

Training/Onboarding/Education

E.g. New joiner app for guides and policies

Team Communication

E.g. Employee directory apps

Risk Management/Assessment

E.g. Workstation assessment workflow

Sales Support/Case Study

E.g. Pitch and case study library apps

Capacity Status/Forecast

E.g. Office capacity management apps

Mobile app success story

BCLP Dawn Raid First Response

Mobile app brings procedures and guidance to front line staff

[View the case study](#)



Higher value dawn raid proposition to clients



All information and guidance always up to date



Differentiates BCLP from competitors

How to choose the right technology to drive success



Choosing the right legal technology for your law firm can seem overwhelming. Many vendors and products are new to the market, and more tech products appear to launch every month. You know that you need to implement legal tech into your firm's operations to keep pace, but where do you start?

5 tips for technology assessment to maximise ROI

1

Your needs

Meeting your requirements is essential, so ask these questions: Does the legal tech meet your specifications? Is the product within your price range? Is the technology compliant with existing regulations?

2

Business value

The technology should improve your firm's bottom line. It should also be scalable and innovative, helping you grow your firm. And, of course, the product should be of high quality.

3

Ease of use

Technology should be accessible to all, not just developers, and offer a time saving that helps your firm to operate more efficiently. It should also be a good cultural fit for your law firm.

4

Partnership

The tech vendor should understand your industry, be available to answer questions, provide support and be committed to a long-lasting relationship with your firm, with a proven track record of success with other firms.

5

Purpose

Perhaps harder to quantify, new legal tech should also fit into your vision for the future of your law firm. It should help you increase your network, marketability and reputation. Finally, it should be in line with your design and aesthetic sensibilities.



5 challenges emerging technology will help to resolve

So, what happens to the legal firms that don't adopt technologies, enabling them to boost productivity, customer engagement and growth? Would they cease trading or get acquired by competition?

Here are the 5 top tips for mid-sized law firms to consider when investing in new technology:

1

Customer-driven solutions

Assess your current technology stack and adopt new technology that provides meaningful client insights. This enables customized messaging and helps you to optimize engagement, retention and new business opportunities.

2

Business Development

Continuous training and coaching coupled with the tools that enable customer insights, bespoke solutions and digital communication in real-time, will align sales and marketing for optimized client engagement and results.

3

Remote working

By offering tools that will allow seamless internal and client-facing communication has become a necessity rather than a choice, as remote working will continue beyond the Covid-19 pandemic.

4

Time to market

Whether it's new product / service launches or creating performance-driven tools such as ROI calculators, the adoption of easy to create and fast to market technology should be a priority in the increasingly competitive market.

5

Buy-in and understanding emerging tech

Perhaps the most critical exercise is internal alignment between Managing Partners, Business Development, Marketing and IT to ensure robust strategy and buy-in from all stakeholders that will, in turn, drive successful adoption of new technologies.



About Fliplet

Build custom apps the smart way with Fliplet's prefab app software. Our no-code editor enables non-developers to create their own apps, and the open-source architecture makes the platform easily extensible for highly custom features.

Use our existing library of components or create your own. We have a suite of pre-built apps for law firms, and legal department uses. These include client crib sheets for business development, partner and client events, client advice decision trees, client support, training, internal comms, crisis management, directories and pitches.

There's no need to know how to code, and IT teams can manage and distribute the apps quickly and easily with their existing infrastructure. With full integration capabilities and enterprise-grade security features, we cater to the most security-conscious firms.

Over 50 leading law firms and in-house legal departments have produced apps using Fliplet including Benesch, Clifford Chance, Eversheds Sutherland, Fried Frank, Colgate and many more.

Ready for more perspective?

Contact us at hello@fliplet.com or visit our website www.fliplet.com and learn more about how you can transform your remote communication, customer engagement, retention and new business strategy.