

The Future of Legal Technology Report

Insights into tech trends
to boost practice efficiency
and customer engagement



Key observations

- **Remote working** - Over 40% surveyed said that their business development teams have underperformed since working from home.
- **The root cause of underperformance** - 41% of survey respondents stated that this was due to the lack of digital tools.
- **Call for better Business Development technology** - 29% of Managing Partners agree that equipping them with better tools as the best solution for resolving these issues.
- **Customer engagement and retention** - Almost three quarters (72%) of surveyed said client-driven communication tools were very / extremely important for boosting customer engagement and retention.
- **The next 6-12 months** - Remote working (39%) was identified as the main challenge, followed by increasing demands from clients (29%) and securing new business (22%).

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 the 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?

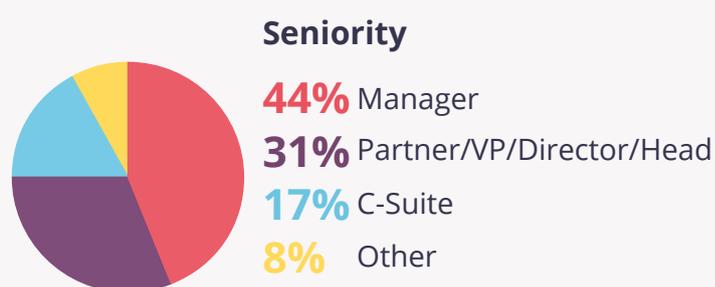
According to [Statista](#), in 2017, there were 178 billion app downloads. That number is projected to grow to 205 billion this year, and 258 billion in 2022 - a 45 % increase over five years. Big players like Amazon Honeycode and Microsoft Powerapps have realized the lucrative potential and created 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.

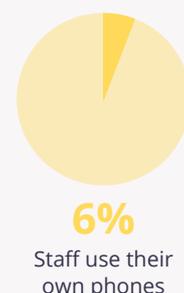
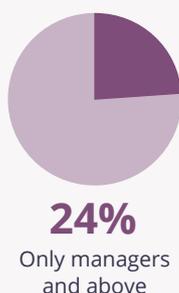
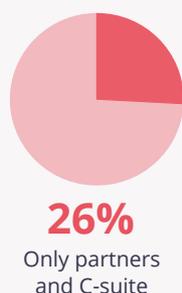
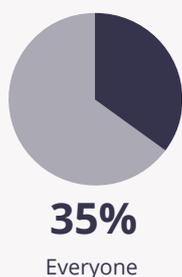
With these issues in mind, the survey focused on understanding the use of technology in law firms, including mobile/cell phone solutions. Based on the results, the report reveals market insights to enable informed technology investment decisions, including:

- 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?

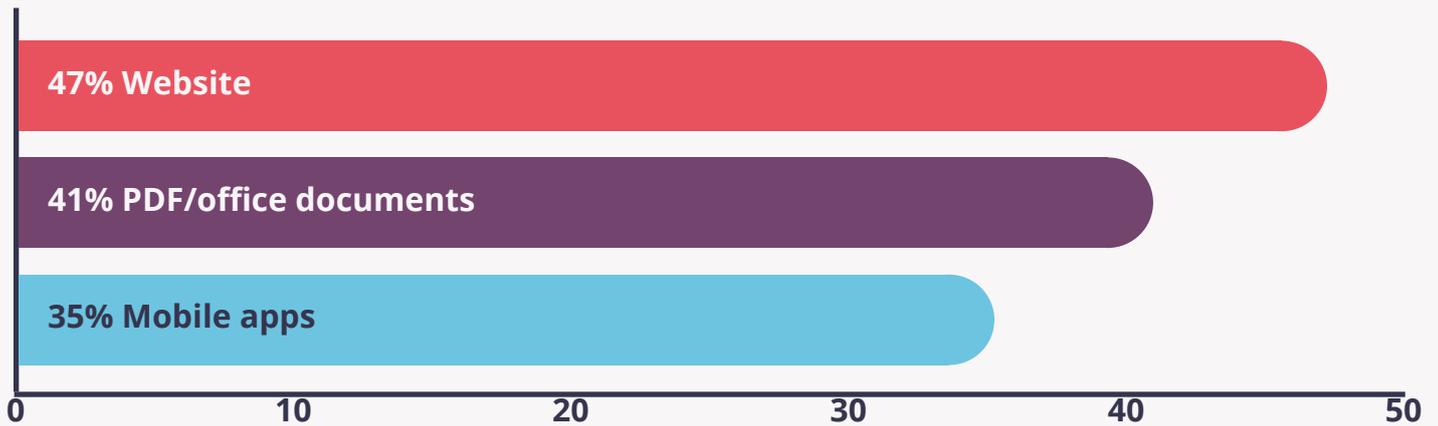


Client communication

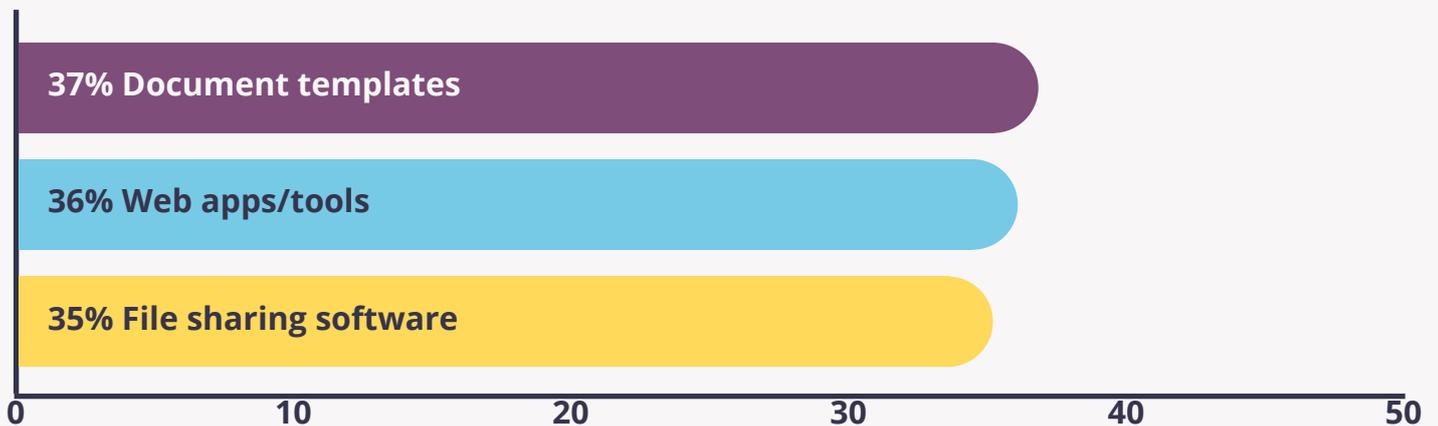


The surveyed audience were asked to name the technologies that were EXTREMELY important to them when engaging with clients. In both cases, website related tools and templates / office documents were in the top three, followed by sharing software and mobile apps.

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

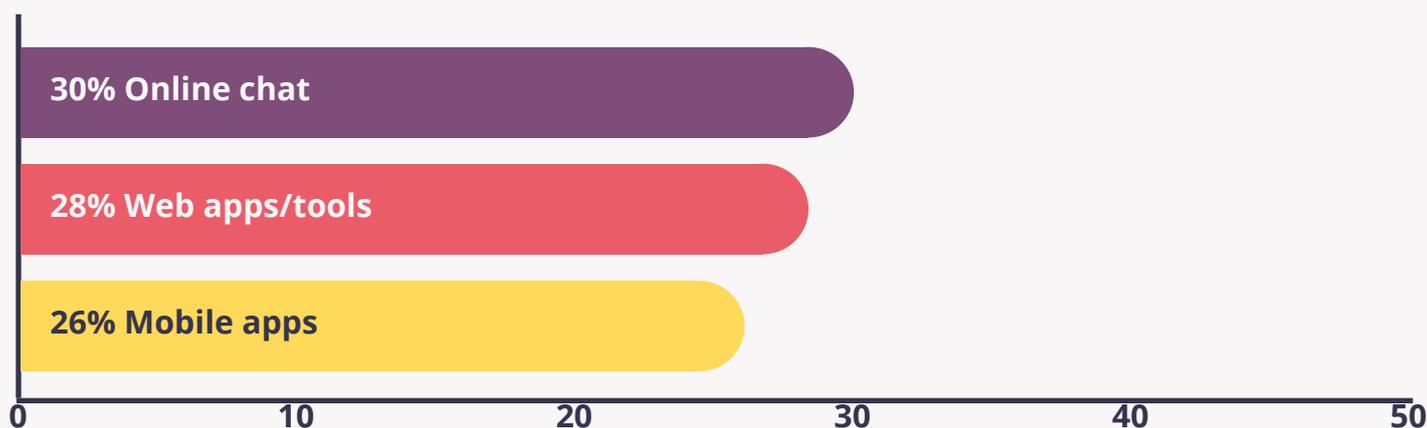


Post Covid-19 customer management

"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

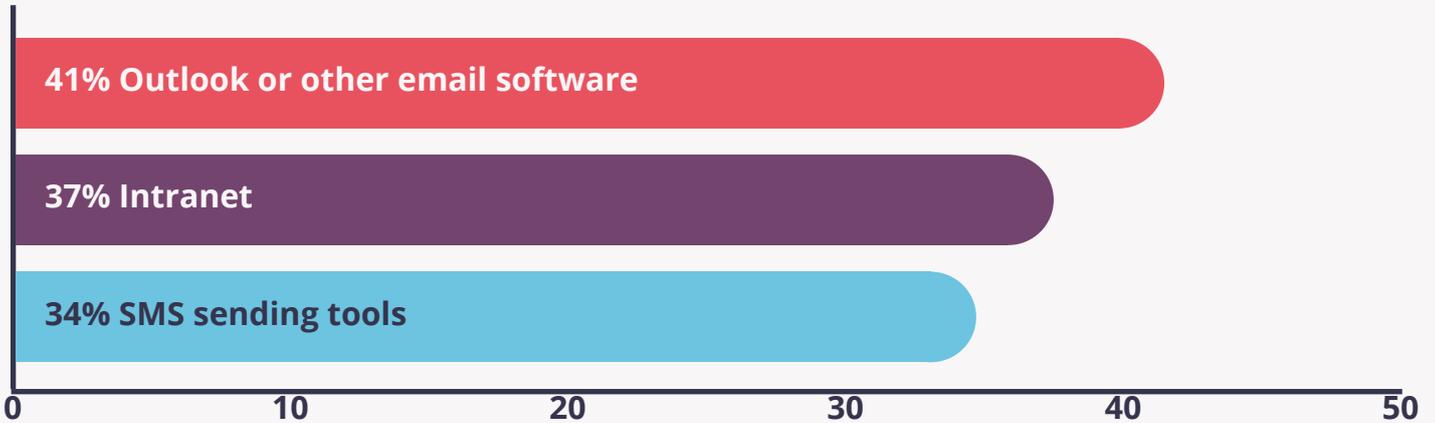


What are the technologies you have planned to invest in to build and deepen trust with prospects and clients alike?

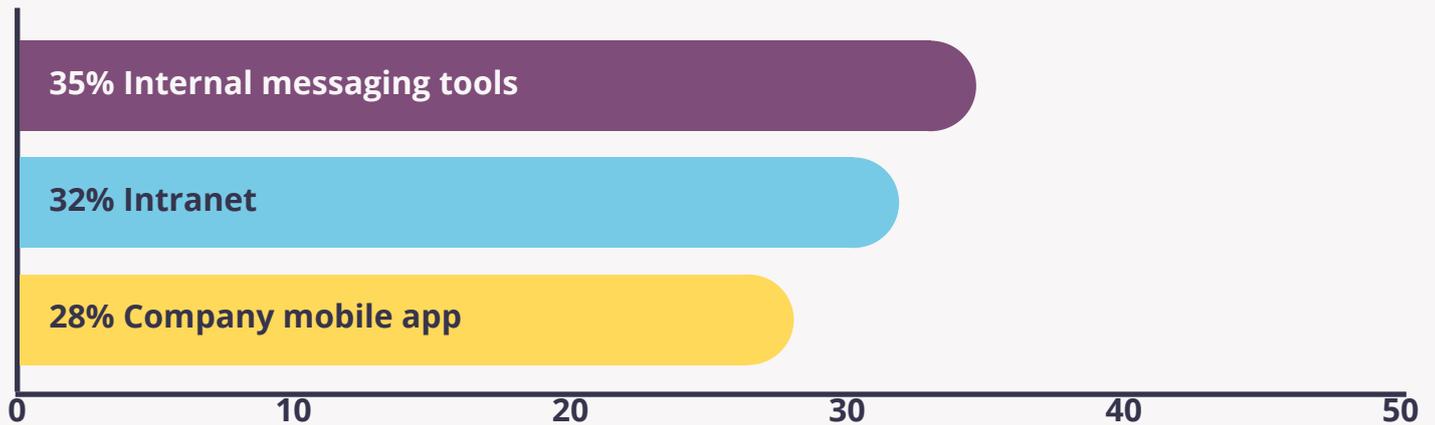
Emergency and crisis communication



Most helpful INTERNAL COMMUNICATION tools



Most helpful REMOTE WORKING, TRAINING AND STAFF MANAGEMENT tools



Mobile leading the pack

The traditional tools, such as email and intranet, still seem to dominate internal communications. However, as the use of mobile is increasing, it is recognized as one of the most helpful technologies enabling both messaging between the teams, as well as allowing effective remote training and staff management.

Given the rapid progression of mobile app development, there are now easy to create, customizable low code/no code apps readily available for legal firms. These flexible and low-cost solutions cater to both internal and client-driven needs where the capabilities of email, intranet and internal messaging would not stretch.

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 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 customer engagement and growth?



Since working from home...

Over 40%

...stated that Business Development has been underperforming.

39% said that they are on target.

Only 20% said they were over-performing.



Our survey revealed that over 40% of respondents said that Business Development has been underperforming while working remotely. They listed the three main reasons being People (46%), Technology (41%) and Resources (32%). Below, we discuss these three issues and how they could impact the future business if not addressed.

People: Team members, sales training & coaching, leadership



As remote working is becoming the new normal, law firms will have to address the need to keep their staff motivated. Adjusting business plans for improved teamwork, supported by strong leadership and coaching should be on every leader's top of mind.

Another aspect to include is the 'wellness' of your people. It's not all work, work, work so ensuring that the right tools are in place to support the wellness of individuals and the culture of the firm are critical to the team delivering.

Technology: Lack of digital tools or analytics



Although legal firms listen to clients' needs, there is still some hesitance to fully embrace emerging technology. Indeed, the survey respondents said that a lack of understanding and budget restraints often block tech investments. Furthermore, a recent [Wolters Kluwer](#) report found leadership resistance as the biggest detractor.

Creating a robust digital strategy and adopting tools for efficiency and growth is no longer an option, but rather a necessity for survival. The outdated ritual of sending PDF's is being replaced with web and mobile apps that offer valuable insights into their clients and what is important to them.

Resources: Fragmented content repositories and messaging



Although law firms have been increasingly investing in new technologies, integration has lagged. A fragmented tech stack often translates to content being stored in disparate repositories. As a result, people not only waste their time trying to find assets but also share inconsistent messaging.

Emerging technologies provide a uniform platform and flexible solution, that enables easy access to the most current assets and tailored messaging, to boost customer engagement, retention and new business.



What are the main challenges in the next 6-12 months?

1

Remote working - communication with staff and clients (39%)

The increase in remote working presents new challenges. Some will find it daunting and may worry about their motivation and productivity dropping as a result of working from home. As a leader how do you keep staff motivated to ensure practice efficiency, keep customers engaged and have a healthy new business pipeline?

2

Increasingly demanding clients (29%)

As the legal industry continues to disaggregate and is increasingly flooded with technology, clients and in-house counsel report that they want more personalized relationships. As this becomes the norm, clients will continue to push for a more tailored service. Do you have the right tech in place to enable tailored client communication?

3

Securing new business (22%)

With increased competition and demands on lawyers' time, it is becoming harder to operate on a billable-hour model to support the development of new legal work. Also, keeping Business Development motivated during remote working has challenged Managing Partners. How do you adapt to the new normal and provide tools that empower sales? Are you able to improve the efficiency of your flat-fee services?

4

Slow organizational change (20%)

Legal firms have traditionally been resistant to change. However, with the recent economic distress, combined with the rise of new technologies and a generation of millennial lawyers, firm are starting to transform the practice of law. How do you break the resistance to change and embrace innovation and new technologies to ensure the future of your firm?

5

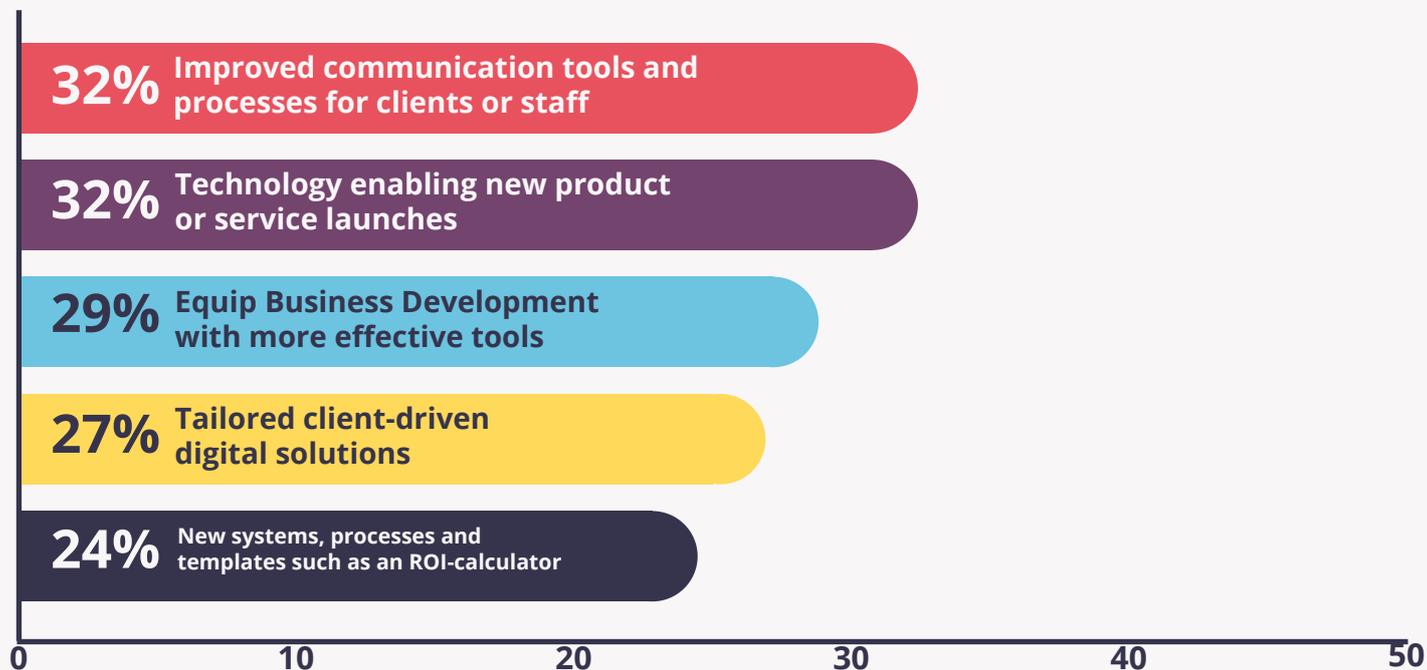
Decreasing client loyalty (17%)

It has been scientifically proven in marketing, that investments in customer retention are much more efficient and profitable than investments in customer acquisition. So, how have you planned to equip Marketing with the right technologies to boost customer retention and new business opportunities from existing clients?

Future Challenges - Solutions



What would help you to resolve these challenges?



Emerging tech solutions essential to future success

It was not a surprise that, improved internal / client communication tools, equipping Business Development with more effective tools and tailored client-driven digital solutions were amongst the top trends were aligned with the future challenges discussed previously.

According to the survey, legal leaders are also looking into digital tools that support a new product or service launch, as the pressure for innovative and unique solutions will help legal firms differentiate in the increasingly competitive market.

As clients are becoming more and more price-conscious and demanding discounted rates, the respondents also stated that new systems, processes and templates such as an ROI-calculator would be on top of their agenda.

One solution that law firms are rapidly adopting is no code or low code mobile apps. Apps can provide a holistic solution for the future challenges legal leaders are facing, allowing them to engage better with clients and prospects.

Client communication



Legal mobile app solutions that boost practice efficiency, customer retention and new business

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

Client-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 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.