

Your World First



Client feedback Annual Report 2013/14

Acting on feedback...

CMS started publicly sharing feedback from clients four years ago. When we began we were seeking to show openness, demonstrate our commitment to client-centricity and illustrate how important to us our clients' views are. Clients are at the heart of the firm and we strive to make sure their views are front of mind in everything we do: it's the first agenda item for our Board and Partner meetings. Because we really care what our clients think we consulted them ahead of our recent combination with Scotland's premier law firm: Dundas & Wilson. Knowing that our clients thought the merger delivered an exciting proposition was very important to us.

This year we have achieved an average satisfaction score of 8.3 out of 10 (the same as last year). While we are pleased with this consistency, we are in no way complacent and will strive to increase the average satisfaction score in the next year. This is my first year as senior partner and I will be working closely with our partners and business management teams to deliver initiatives aimed at putting clients at the heart of what we do, improving the skills of our lawyers and the quality and reach of our services.

A handwritten signature in black ink, reading 'R. Warne'.

Penelope Warne

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Gathering **your feedback**

This year 120 clients gave us in-depth qualitative feedback, covering all of our offices and sectors. Clients are interviewed by specialist independent researchers and invited to give their views on our services across a spectrum of areas that cover our approach, value for money and overall quality. Reviews are undertaken on our overall relationship with clients as well as specific transactions, to give a balanced and robust view of our performance.

The **results**

	Result in 2013/14	↑ ↔ ↓
Client focus	8.4	New
Relationship with clients	8.5	↑
Legal expertise	8.5	↑
Commerciality	8.3	↔
Knowledge of your sector	8.3	↑
Communication about costs	7.6	↔
Value for money	7.8	↓
Making you aware of CMS' wider capabilities (services/offices)	7.0	↓

Overall satisfaction with CMS	8.3	↔
Overall satisfaction with the closest competitor to CMS	7.7	↑
Likelihood of recommending CMS	8.8	↑

What the **results show**

We are delighted that clients feel so confident in recommending CMS and that both our client relationships and our legal expertise are highly rated by clients and that we scored 0.6 points more than our nearest competitors. In reviews, the words that clients most often use to describe CMS are:

- Professional
- Commercial
- Responsive
- Reliable
- Committed
- Helpful
- Knowledgeable
- Diligent
- Thorough
- Efficient

However, while the overall consistency in our performance is encouraging, we understand that we still need to improve our communication about costs and our value for money. We also still need to focus on helping clients understand the wider range of services and geographies that we are able to support.

Delivering on our commitment to clients – how we are keeping our promises in 2014/15

Listening to our clients is fundamental, but it is how we respond to that feedback that makes a difference. The following are some of the key ways in which CMS is acting on feedback and will be demonstrating real client-centricity in 2014/15.

1. Listening to clients and responding to their business needs and preparing charters – we continue to produce client charters. These charters are developed to give clients sight of exactly what we will do in response to the feedback we have received.
2. Revitalising Law-Now – clients tell us in feedback this is one of the added value services they most appreciate. This year the service will become broader and bolder with tailored interactive content to provide our clients with 'Best in Class' sector insight and legal knowledge from 27 countries.
3. Launching a GC programme – an initiative to help lawyers find unique, useful and interesting information, guidance and support in their roles as leaders, managers, clients, budget-holders and influencers.
4. Continuing to support clients with secondments and dedicated support where and when they need it.
5. Measuring performance and recognising success for partners in the way they lead, manage and deliver excellent service as Client Relationship Partners.
6. Investing in our geographic reach so we have local presence and knowledge in the markets and jurisdictions clients need with new offices in Oman and Turkey.
7. Innovating with technology to give clients new tools and resources such as RegZone: a unique online and mobile-friendly resource for those in the financial services sector keen to get to grips with regulation on an international basis.
8. Listening to clients' views as to the way we run our business and to act on and promote the value of feedback to clients and the firm.
9. Offering our clients real choice regarding where their work is undertaken to achieve best value. We are a top 10 global law firm of 58 offices with a 300 year tradition of in-depth City expertise, with the largest and reputable Scottish law firm (Dundas & Wilson) now part of our offering. In addition, we will be strongly promoting to clients our Legal Services Unit (LSU), based in Scotland: a team of paralegals that are able to help clients achieve better overall value for standardised/repetitive work that is closely supervised.
10. Recruiting, training and rewarding our people based on their ability to deliver excellent client service alongside best quality technical and sector expertise through our Recognising High Performance programme.

Contact us

If you have any questions regarding our client service review programme, please do not hesitate to get in touch with our client service team:



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