

Attorney @ Work Webinar

# Understanding the Client Journey

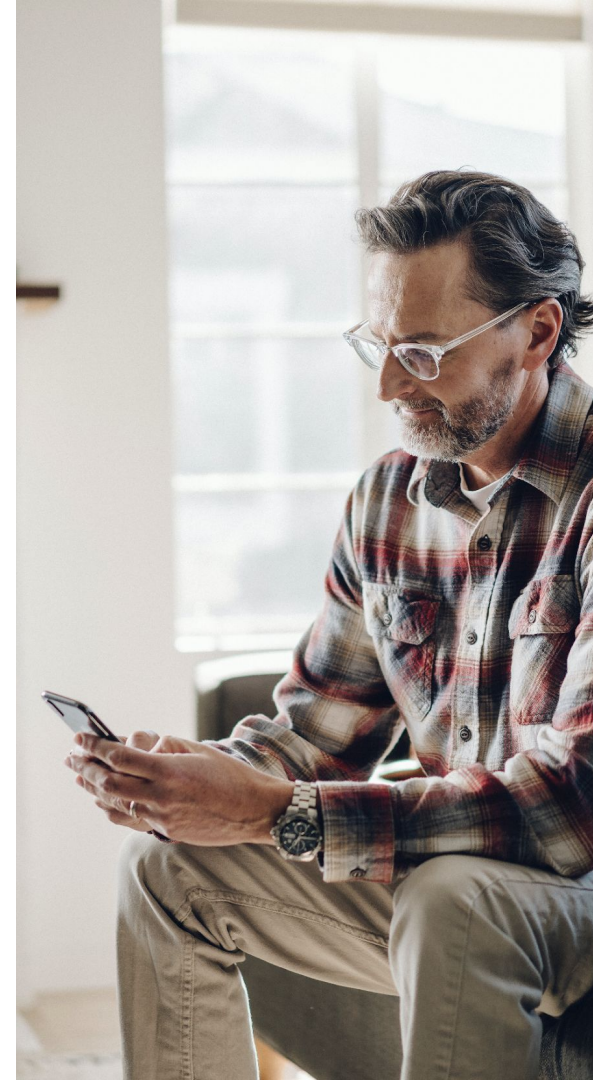
Attracting and Servicing Clients ... 100% Digitally

# Agenda

**01** Customer journey

**02** Tips to managing the journey digitally

**03** Q&A



# Presenters



**Jonathan McDaniel**

Regional Director of Legal  
Strategy, Podium



**Dave Roberts**

Regional Director of Legal  
Strategy, Podium



**Adjusting to the new normal.**

**“ Customer experience will overtake price and product as a key brand differentiator by the year 2020.**

—— Walker Consulting

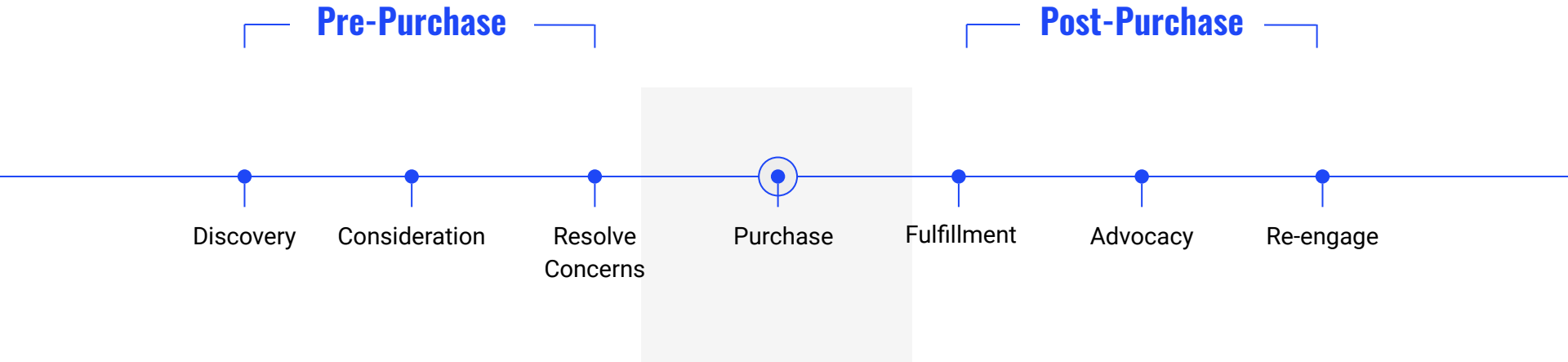
# What good client experiences look like.

Convenient

Frictionless

Efficient

# Law firms need to reduce friction in each stage of the client journey.



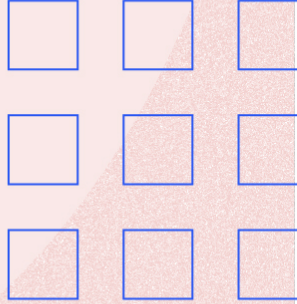


**3 ways to manage critical client touch points digitally.**



TIP #1

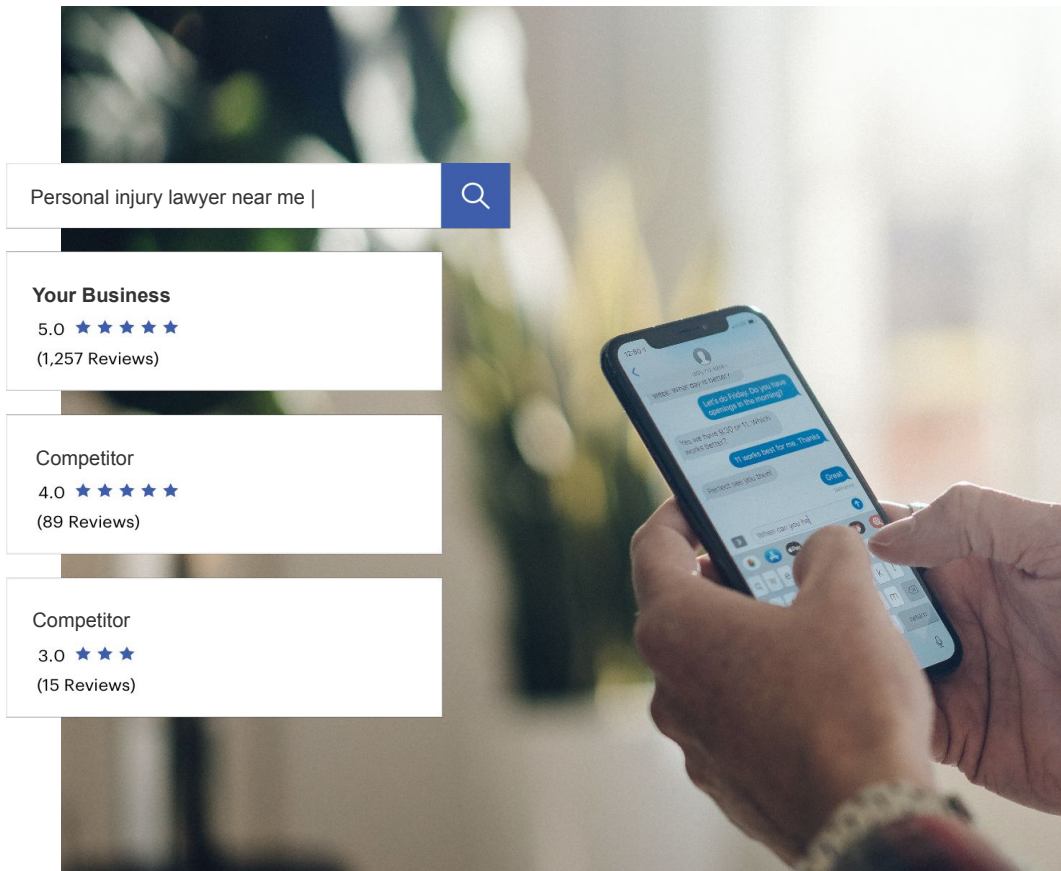
**Focus on the online experience.**




# It all starts online

# 89%

of customers begin their buying process with a search engine.



Personal injury lawyer near me | 

**Your Business**  
5.0 ★★★★★  
(1,257 Reviews)

**Competitor**  
4.0 ★★★★★  
(89 Reviews)

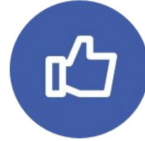
**Competitor**  
3.0 ★★★  
(15 Reviews)

# Online reviews help you get found



## Sales Discovery

**86%** of consumers read reviews as part of the buying process



## Builds Confidence

**57%** of consumers won't use a business that has fewer than four stars



## Recency Matters

**85%** of consumers feel that reviews older than 3 months are not relevant

# Impact of Reputation on your Business.

## *Google My Business Interactions*

**85.3%**

Increase in Clicks to Call

**67.1%**

Increase in Website Visits

**52.6%**

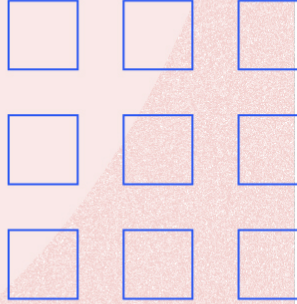
Increase in Listing Views

*Note: Aggregate of all Podium customers as of September 2019 who have connected GMB and have at least three months of data before and after Podium.*

TIP #2

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**Open and communicate  
in preferred channels.**

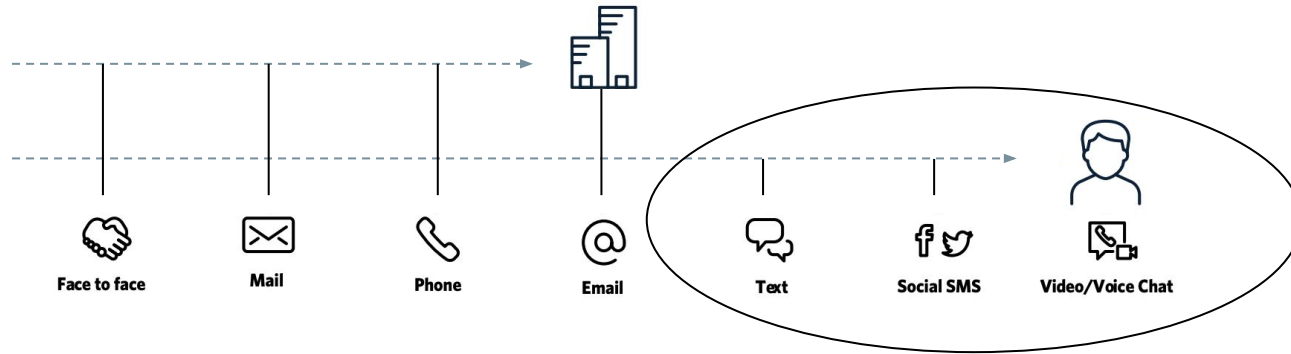


# Clients want to text you.

**#1**

Consumers prefer texting as their #1 form of business communication since COVID-19.

# Your client's preferred channels



# All your messages in a one simple Inbox

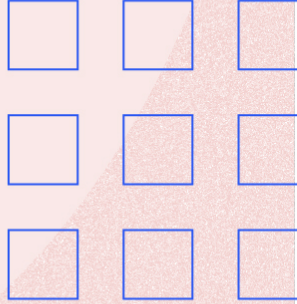
Talk to clients on their preferred channel and manage interactions from one inbox.



TIP #3

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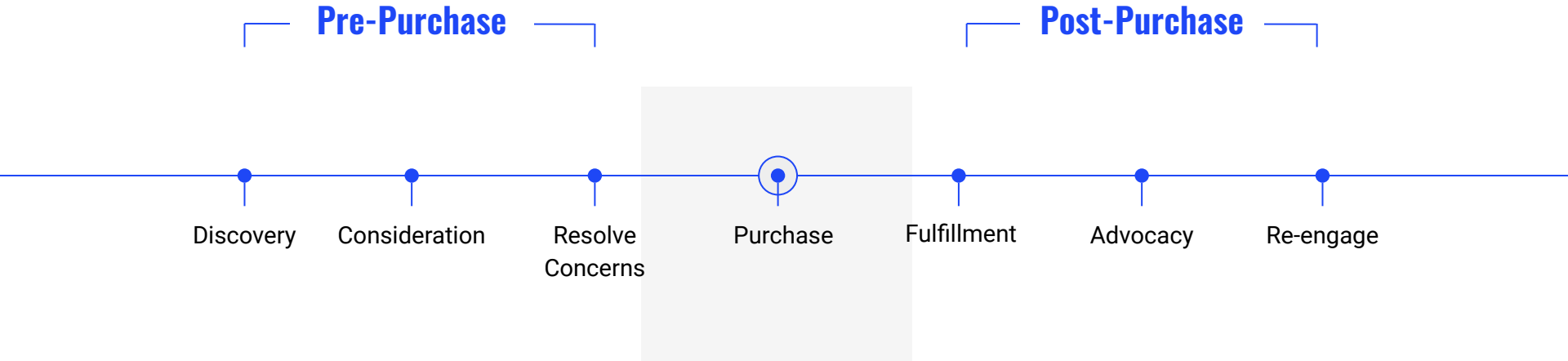
**Deliver a digital *and* a  
personalized experience.**



## Deliver a digital *and* a personalized experience.

- Send personalized appointment reminders
- Answer specific questions throughout the client journey
- Communicate updates or changes
- Request and collect payment with a personalized message
- Collect feedback and ask for a review

# Law firms need to reduce friction in each stage of the client journey.



# Managing Client Touchpoints Digitally

- 01 Focus on the online experience.
- 02 Open & communicate in preferred channels.
- 03 Deliver a digital *and* a personalized experience.



# Q&A

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Website: [podium.com](https://podium.com)

Text or call: 1-833-276-3486

Email: [webinars@podium.com](mailto:webinars@podium.com)

