

# The Online COACHING CENTRE

**Workshop:** *powerful communications*  
**Module:** *#20 - Better client service by . . . knowing what your clients want*

## Coaching

Today's clients are more sophisticated and expect more than ever with regards to professional services and personal attention. Law firms with a strong client service focus know what their clients want. They know client expectations must be understood before they can be met, managed and exceeded.

Law firms with a strong client focus:

- Design services to maximize client satisfaction.
- Knock themselves out to be easy to do business with.
- Repeat and repeat again that client service is the responsibility of everyone in the firm.

## Mentoring

Try to think like your clients would. What would be most important to you? What would catch your attention? What would make you feel good about the services being provided?

**Answer as if you are one of your own clients.**

The kind of service I want includes...

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My main concerns with regard to service are...

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Three extra client service actions I want are...

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Actions that could be taken to achieve these three client service desires.

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## About the OCC

The Online COACHING CENTRE (OCC) is LAWPRO's innovative online education tool. It lets you quickly and easily enhance a variety of "soft skills" that not only help you survive and thrive, but also help reduce malpractice claims.

The OCC is entirely Web-based, allowing lawyers across Ontario to use it at a time and place convenient to them. It is organized into six workshops, each of which contains approximately 25 learning modules, such as the one profiled on this page. Modules encourage self-teaching and self-evaluation; answers you provide when working in the modules should be saved for review at a later time.

To access the OCC, go to [www.practicepro.ca/occ](http://www.practicepro.ca/occ)

## Lawyers who claim LawPRO CLE premium credit have lower claims rate

Lawyers who participate in CLE programs are less likely to have claims than those who do not, according to an analysis of the claims track record of lawyers who claimed the CLE Premium Credit and those who did not.

During the 2000-2002 time period, only eight percent of lawyers who obtained the credit reported a claim, while more than 12 percent of those who did not receive the credit reported a claim. This correlation reinforces LAWPRO's belief that it is critical for lawyers to incorporate risk management strategies into their practices, and that the use of risk management tools and strategies can reduce claims.