6 Tips to Keep Your Firm Client-Focused

Wanting to be client-focused and actually *being* client-focused are two very different things. These days, though, centering your clients' needs is the key to building trust and credibility in your industry.

Whichever category your firm falls into, TimeSolv is here with actionable tips to help you practice that valuable client-centric approach.

Follow these best practices to develop a [sustainable growth strategy while keeping your clients](#)—who are by far the most important aspect of any law practice, especially in a client-driven legal market—front and center.

What does it actually mean for a law firm to be "client-focused"?

A client-focused law firm places its clients' needs, best interests, and overall satisfaction at the center of its work.

Going above and beyond simply providing high-quality legal services, a firm that employs a client-centric approach does everything it can to tailor its services and communication strategies to the requirements of individual clients.

Our top 6 tips for staying client-focused

Here are some of the most effective ways your law firm can prioritize your clients' needs to earn a well-deserved reputation for being client-focused.

1. Communicate effectively

Consistently clear and timely communication with clients is absolutely essential for client-focused firms.

Keep your clients informed about the progress of their cases, answer their questions promptly, and explain legal processes and options to them. Maximizing openness and transparency in your relationships with clients fosters trust.

2. Manage client expectations

It's difficult to overstate the importance of setting realistic client expectations in your journey toward becoming a more client-focused law firm.

More specifically, remember to communicate the processes, timelines, and possible outcomes of their cases. Your firm should also establish clear, realistic service agreements that outline the following:

- The scope of your work
- Roles/responsibilities of the legal team
- Roles/responsibilities of the client
- Any fees or other costs

By setting client expectations from the start, you ensure your clients know what they can reasonably expect throughout their legal representation. This helps to prevent misunderstandings and frustrations down the road.

How to Create a Paperless Document Management Workflow for Your Law Firm

To provide your clients with the best value possible, consider setting up paperless
document management workflows.

Don't know where to start? Consider this your step-by-step map to creating a more efficient, eco-friendly law firm.

Download our free guide to create a paperless document management workflow for your law firm today!

[Get your free guide](#)

3. Offer personalized services

Providing your clients with personalized services that cater to their individual requirements is a vital part of establishing your client-centric approach. In particular, the right legal software can help your firm create customized solutions that address each client's unique needs.

Here are some examples of how to do that:

- [Sending personalized email messages with invoices](#)
- Customizing the appearance of your firm's invoices
- Using custom fields to create reports for specific clients

This tailored approach increases client satisfaction, fostering lasting client relationships that can provide you with a much-needed edge in today's competitive legal market.

4. Maintain data security and privacy

Maintaining your clients' data security and privacy is essential to maintaining their trust as well as your client-centric approach. After all, when clients know that any personal information they may share with your firm is completely secure, they are more likely to trust your firm and its services—and rightfully so.

Choose legal-specific software that offers bank-grade security so that you can safeguard client data, from technologies like encryption and two-factor authentication to physical protections like 24-hour security personnel at secure data centers.

Make sure your legal billing software is *[truly secure](#)*.

5. Leverage feedback for greater client satisfaction and aspire to continuous improvement

As you work toward a more client-focused firm, be sure to consider [client feedback](#).

Use automated email surveys, follow-up telephone calls, client meetings, and other feedback mechanisms to regularly solicit client input and better understand their needs and concerns. Doing so will give your firm the information it needs to keep improving the quality of its services.

In addition, keep in mind that adopting a truly meaningful and effective client-centric approach should be an ongoing process rather than a one-time decision. This means that your firm should constantly be adapting and improving its client focus based on honest feedback.

As client needs evolve, so should your approach. This will help your firm build loyalty and a strong reputation for prioritizing its clients' satisfaction as well as their best interests.

6. Use the right legal technologies

[Legal-specific solutions](#) offer the following functionalities to streamline client interactions, enhance your firm's focus on its clients, and improve your clients' experiences with your firm.

- [Client Relationship Management](#) (CRM): Integrating a legal-specific CRM into your tech stack lets you automate personalized texts and emails that nurture your leads/prospects, which ensures that your clients feel taken care of and you never miss out on prospective business.
- [Client collaboration tools](#): Use a [secure client portal](#) to make client collaboration easy by allowing clients to take the initiative to view and pay invoices, access their payment history and trust balances, and see details on work currently in progress.
- [Project management](#): Offer more consistent and reliable service to clients by using project management time-tracking software to keep your work on schedule and on budget.
- [Document management](#): Store all your documents securely with easy accessibility and create custom documents based on client and matter info.
- [Payments](#): Built-in credit card processing as part of your law firm software makes billing and payments simple for you and your clients.
- [Done-for-you websites](#): Convey your firm's professionalism and efficiency with a professional, mobile-friendly website that's easy to navigate for both potential and current clients.

Try TimeSolv today

Set your law firm on a path toward a more client-centric approach with TimeSolv's comprehensive set of features, including client collaboration tools and easy payments.

Harnessing TimeSolv can lift the burden of administrative tasks—so you can put more of your time and energy into delivering exceptional service to

clients.

Ready to get started? [Begin your 14-day free trial today](#).