



Chambers
CONFIDENTIAL

Give your firm the advantage

A confidential report based on
our unpublished research.

Client comments – positive and
negative – which did not get
into our directories.

Due to persistent demand we are making available detailed feedback about law firms – the feedback which did not get into the directories.

You will now be able to see both positive and negative quotes from the market about your firm and your practice areas.

In the spirit of our client-centred research all sources are kept confidential. This allows interviewees to be honest with our researchers and to give us the information we need, and the information law firms themselves need – what the market really thinks about them.

WHAT CHAMBERS CONFIDENTIAL OFFERS:

A) Typical market comments:

- ◆ We give you the full text of quotes from market commentators so that you can see a broader range of feedback than is published in our guides. This also gives you more material for marketing your firm or practice group.

For instance (from a client):

“One of the biggest benefits of using the firm is that it knows our business inside out. We work so much together that the lawyers can deal with any problems that may arise.”

- ◆ We give you the negative quotes, too, which enable you to see how and where your services can be improved.

For instance (from a client):

“I have a personal frustration with the firm. It obliterates advantages in deals. The lawyers get bogged down in legal minutiae. This impacts on us financially when the firm is involved in a deal because it extends the time frame and the budget, making the process more drawn out and expensive.”

B) Analysis:

- ◆ We provide analysis of feedback and rankings to give a clearer understanding of why your firm is positioned where it is. For example, did your competitor get more client feedback than you?

C) Historical feedback:

- ◆ By looking at your previous rankings and editorial, we will trace your firm's performance in Chambers over the years.

D) Comparative analysis of rankings:

- ◆ We offer ranking comparisons with three or four competitors per practice area to show how an office or practice group's rankings in Chambers compare to those of your competitors.

N.B. We only provide an overview of a competitor's practice. We do not include any of their feedback in the report.

THERE ARE TWO LEVELS OF REPORTS AVAILABLE:

Standard Latest market comments plus analysis.

Premium Latest market comments, analysis plus comparative analysis of rankings in relation to key competitors.

For further information, please contact Brad Sirott:

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