

## The 6 Law Firms Clients Say Provide The Most Value

By **Aebra Coe**

*Law360 (December 12, 2018, 6:44 PM EST)* -- Six law firms have been recognized by in-house counsel as the best of the best at providing value for their dollar in a new report released Wednesday.

Providing value does not mean offering services at a low cost, but instead means that law firms provided clients with the most bang for their buck in terms of avoiding expensive risks or creating lucrative opportunities, according to BTI Consulting Group President Michael Rynowecer.

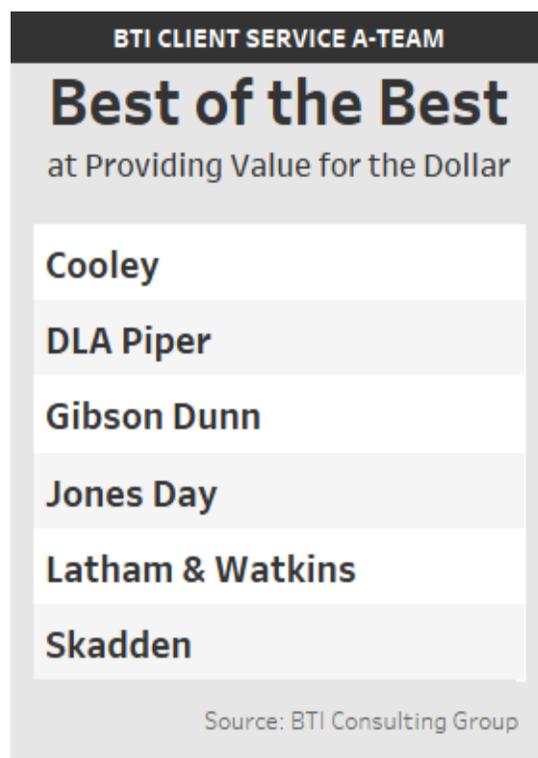
BTI conducted research during the past year in which it asked more than 350 in-house legal decision-makers what they thought about their outside counsel's client service skills, including their ability to provide value. The resulting report, the BTI Client Service A-Team, was released Wednesday.

The top six law firms that clients pointed to when it came to providing value for the dollar are Cooley LLP, DLA Piper, Gibson Dunn & Crutcher LLP, Jones Day, Latham & Watkins LLP and Skadden Arps Slate Meagher & Flom LLP.

"The minimum expectation clients have is: exceptional legal advice delivered on time and within budget. Value surpasses these minimum expectations," the report said. "Value isn't about low cost. Value is achieved when a law firm provides clients with more than what is expected."

According to the report, the firms providing the highest value focus on delivering to clients business wins, which include things like costs avoided, risks mitigated, faster time to market, and other tactics to help a company increase revenue or outpace competitors.

"Clients say that if it comes down to rates, chances are a law firm didn't help much. If they had to look at rates to see if they added value, they probably didn't add value," Rynowecer said.



**BTI CLIENT SERVICE A-TEAM**

### Best of the Best

at Providing Value for the Dollar

- Cooley
- DLA Piper
- Gibson Dunn
- Jones Day
- Latham & Watkins
- Skadden

Source: BTI Consulting Group

Instead, law firms that create value help their clients avoid tens of millions of dollars in liability by succeeding in complex litigation, or help them earn tens of millions of dollars by helping the businesses achieve a goal or best a competitor, he explained.

One key way the law firms on the list accomplish that is by having strong industry groups with a keen grasp of their clients' challenges and opportunities, Rynowecer said. They're also good at scaling up and down when needed, providing the right size of team for whatever matter the client needs, he said.

Glen Nager, Jones Day's client affairs partner, detailed the reasons he believes the law firm's clients pointed to its ability to provide value to them.

"Our clients value that we know their businesses and bring new insights and approaches to solving their problems and addressing their needs," Nager said. "Our clients value that we adhere to project scope and budget and communicate on an unprompted and timely basis. And our clients value that, as one firm worldwide, we collaborate on their behalf seamlessly across offices and practices."

Mike Attanasio, partner and head of Cooley's litigation department, said his law firm takes the approach of listening to clients and being open to change for the better.

"Clients are unique, and their opportunities and challenges are unique," Attanasio said. "One-size-fits-all doesn't fit here at Cooley, where we are dedicated to continuous improvement. We have an in-house team that regularly asks clients for feedback, listens to client needs and helps the firm invest in personalized ways to better serve them."

--Editing by Janice Carter Brown.