



Why Is CRM Failing Law Firms?

CLIENTSFirst CRM Survey on the State of CRM in the Legal Industry

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- 20+ years experience working together with hundreds of top law firms
- Expertise in Law, CRM, eMarketing & Data Quality
- Focus on Client service and success
 - Team of 80+ professionals and consultants
 - CRM and eMarketing success consulting
 - Data quality assessments and outsourced staffing



Chris Fritsch, JD
Founder and CRM Success Consultant
at ClientsFirst Consulting



Agenda

- The State of CRM in the Legal Industry
- CRM Challenges
- CRM Adoption
- Dealing with Data
- Steps to CRM Success

The State of CRM

- For decades, respected research organizations have said that a significant number of CRM and other technology implementations fail to meet expectations
 - Resulting in a tremendous loss of money, time, resources...and credibility
- More recently, legal industry research found that recipients rated CRM as one of the least effective marketing tools – or not effective at all.
 - Essentially, it’s “shelfware”



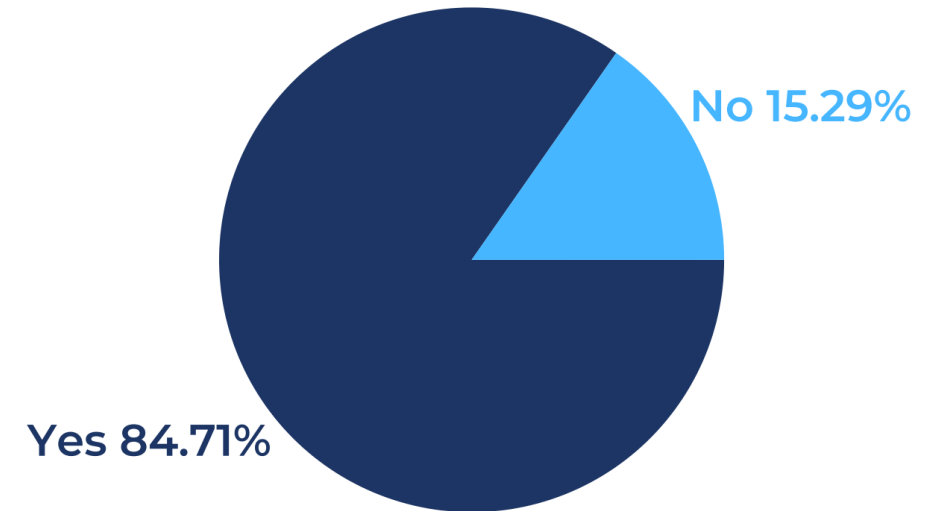
As CRM Success Consultants for the industry, we wanted to know why.



So We Did Our Own Survey

- Almost 100 participants
- Larger and midsize firms
 - 24.7% 500+ attorneys
 - 27% 50 – 499 attorneys
 - 29.4% 50 – 149 attorneys
 - 14.1% Under 49 attorneys
- 85% had a CRM system
 - The rest manage contacts in an eMarketing system, spreadsheets, Word documents or Outlook
 - But less than 25% are satisfied with this

Q. Does your firm currently use a CRM system?

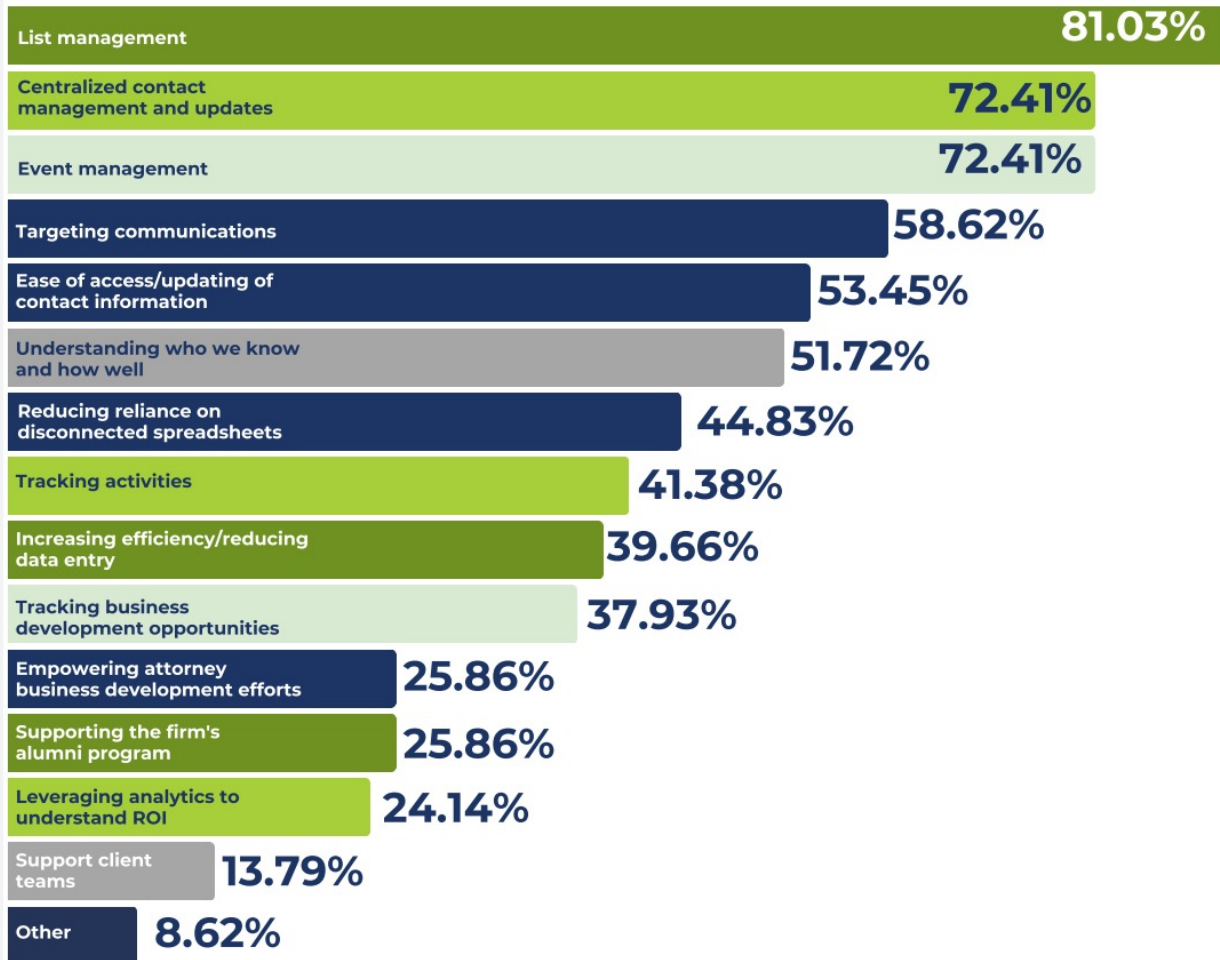


Survey Says...

What Firms Shared



Biggest Benefits of CRM Systems



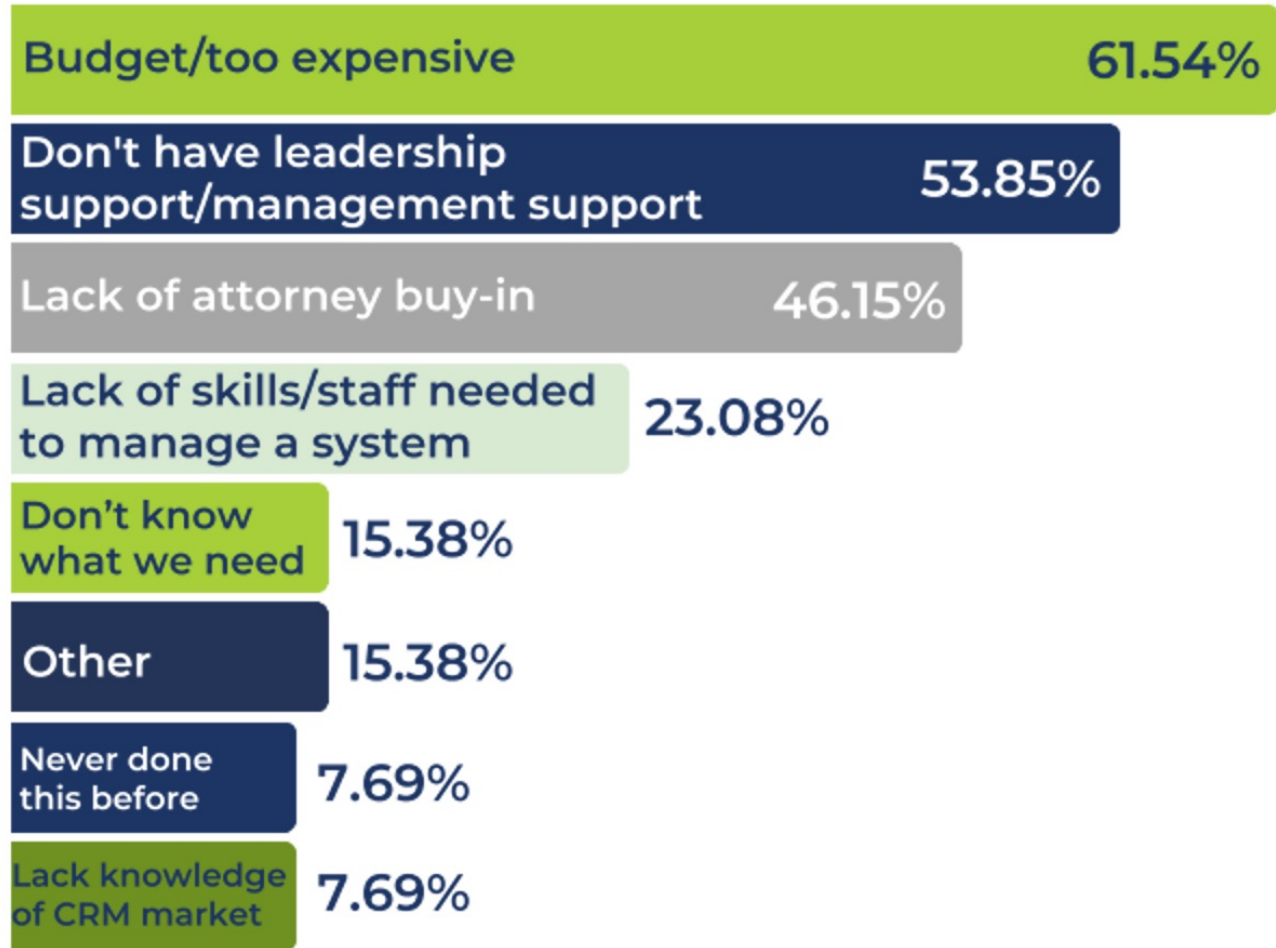
- List and event management / communications
- Centralized contact management
- Who knows who
- Tracking activities and BD
- Fewer benefits in
 - Efficiency and reduced reliance on spreadsheets
 - Leveraging analytics
 - ROI tracking
 - Attorney BD and client team support

What Motivates Firms to Acquire CRM Systems



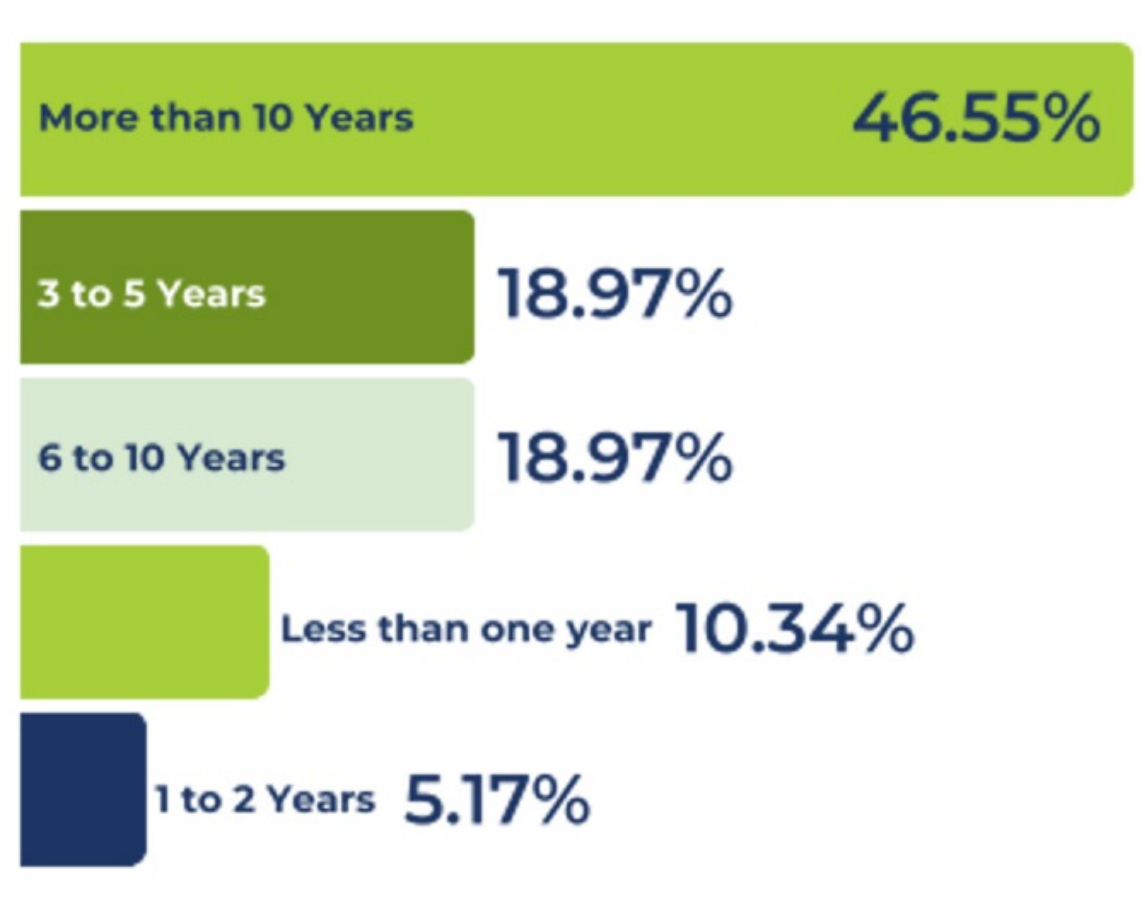
- Centrally managing contacts and information
- Managing lists and events
- Who knows who
- Track activities
- Enhancing attorney BD / tracking BD opportunities
- More effective communications
- Analytics
- Time savings / efficiency
- Alumni

What Keeps Firms from Investing in CRM



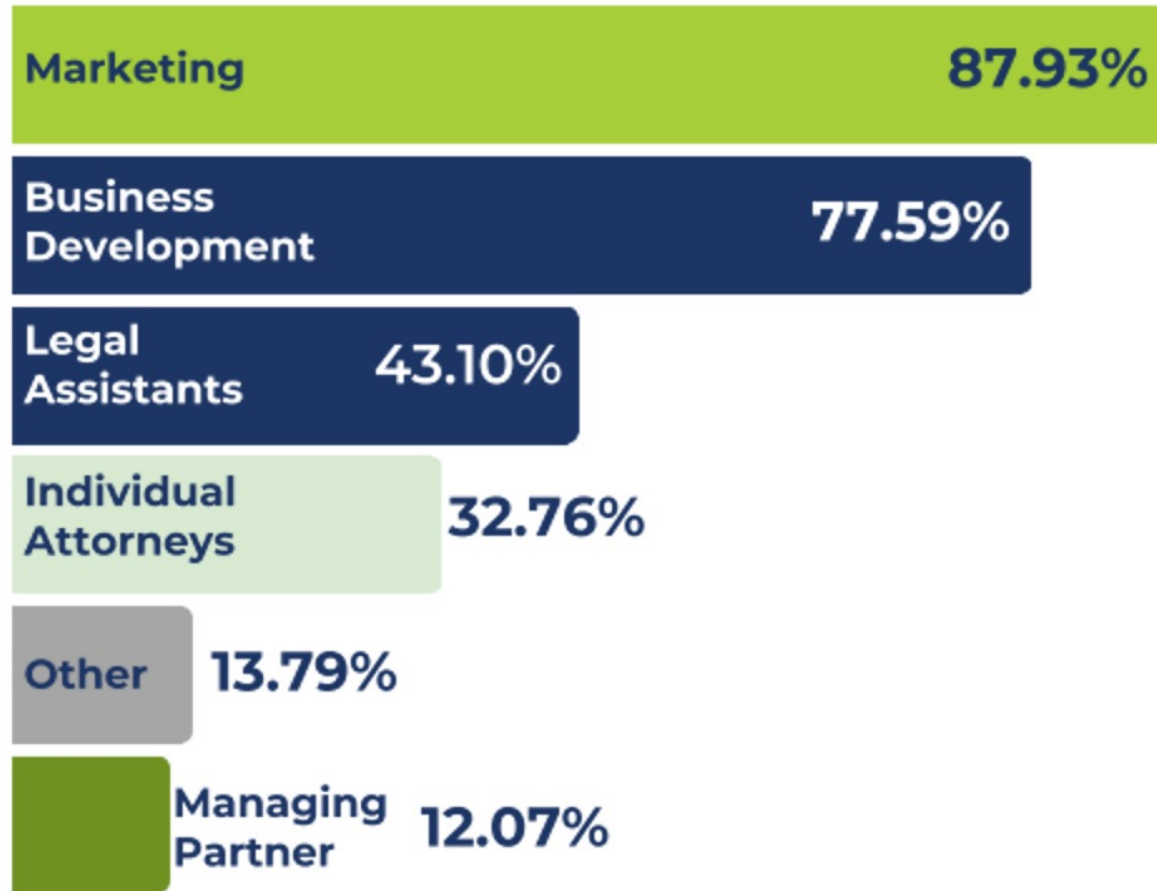
- Cost
- Lack of attorney buy-in / leadership support
- Not enough staffing
- Don't know where to start / never done this before
- Lack of system / market knowledge

How Long Have Firms Had Their CRM Systems



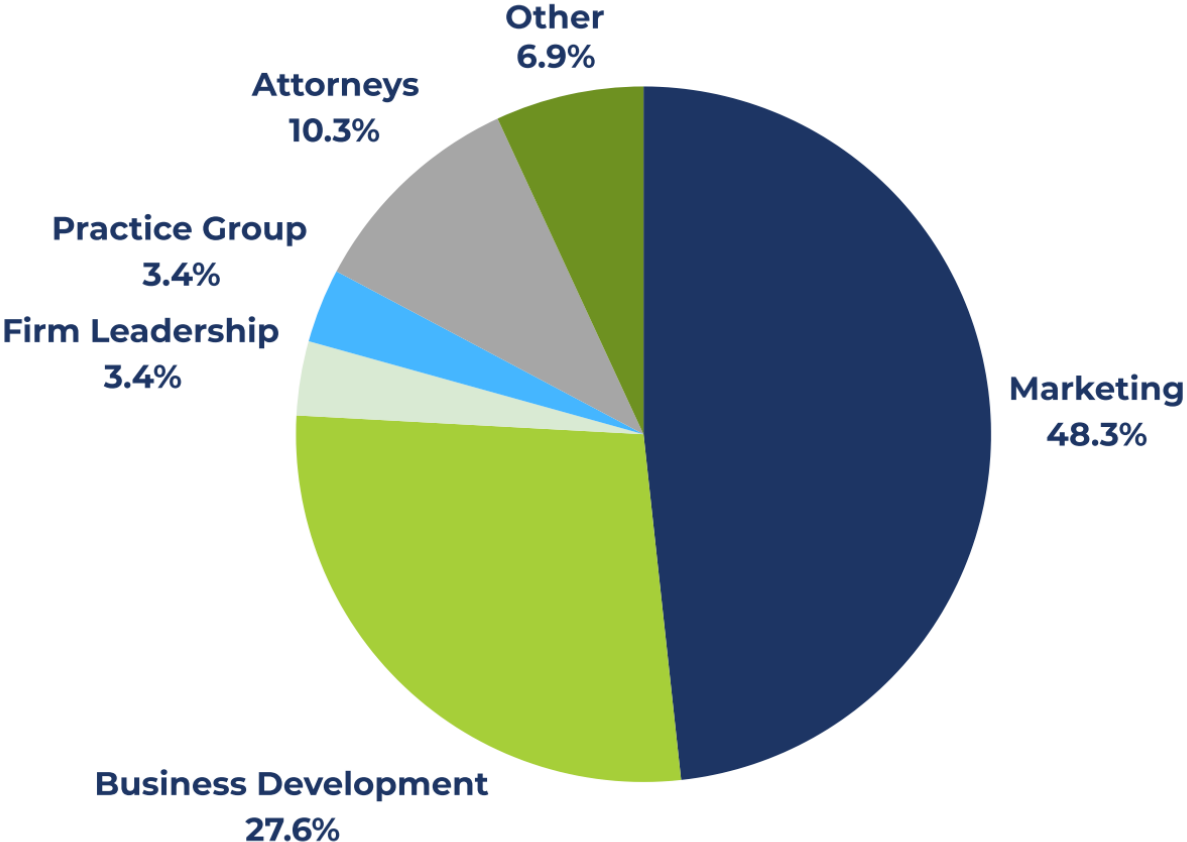
- Almost half of firms have had their CRM system for more than 10 years

Who Is Using the CRM



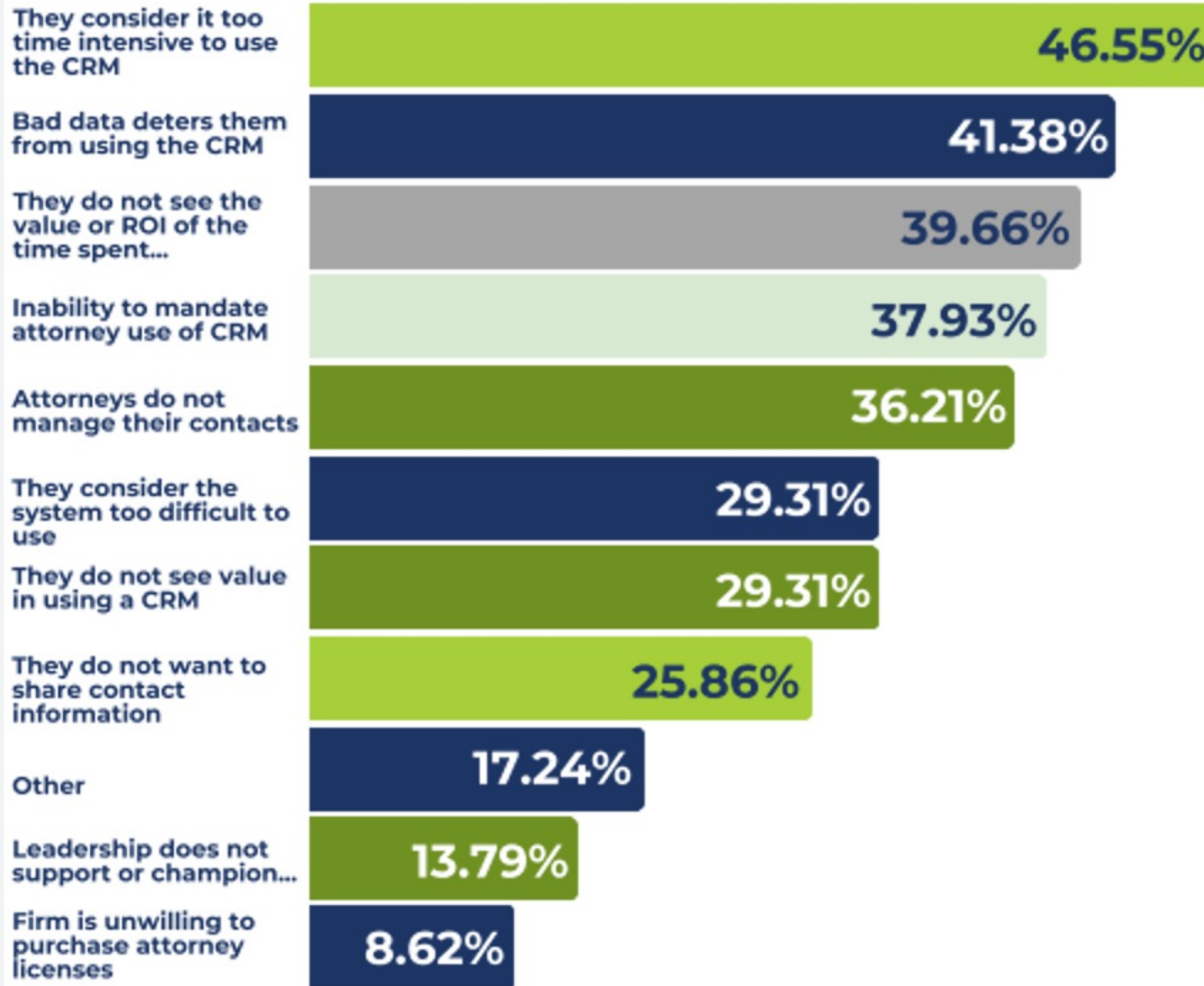
- Marketing and BD are getting the most use of CRM
- Only about 33% of lawyers use CRM
 - Only 29% use it regularly
 - And only 12% of Managing Partners use it at all

Who Benefits from CRM



- Marketing and BD are getting the most value from CRM
- Only about 10% of attorneys are getting any real value
 - And only about 3% of firm leadership

Why Lawyers Don't Use CRM



- Too time-intensive
- Bad data
- Don't see ROI/value
- Inability to mandate
- Do not have or manage contacts
- Too difficult
- Don't want to share
- No leadership support
- Firm didn't buy attorney licenses

Bad Data

Q. If you are using a CRM system, how would you rate the quality of the data in your CRM?



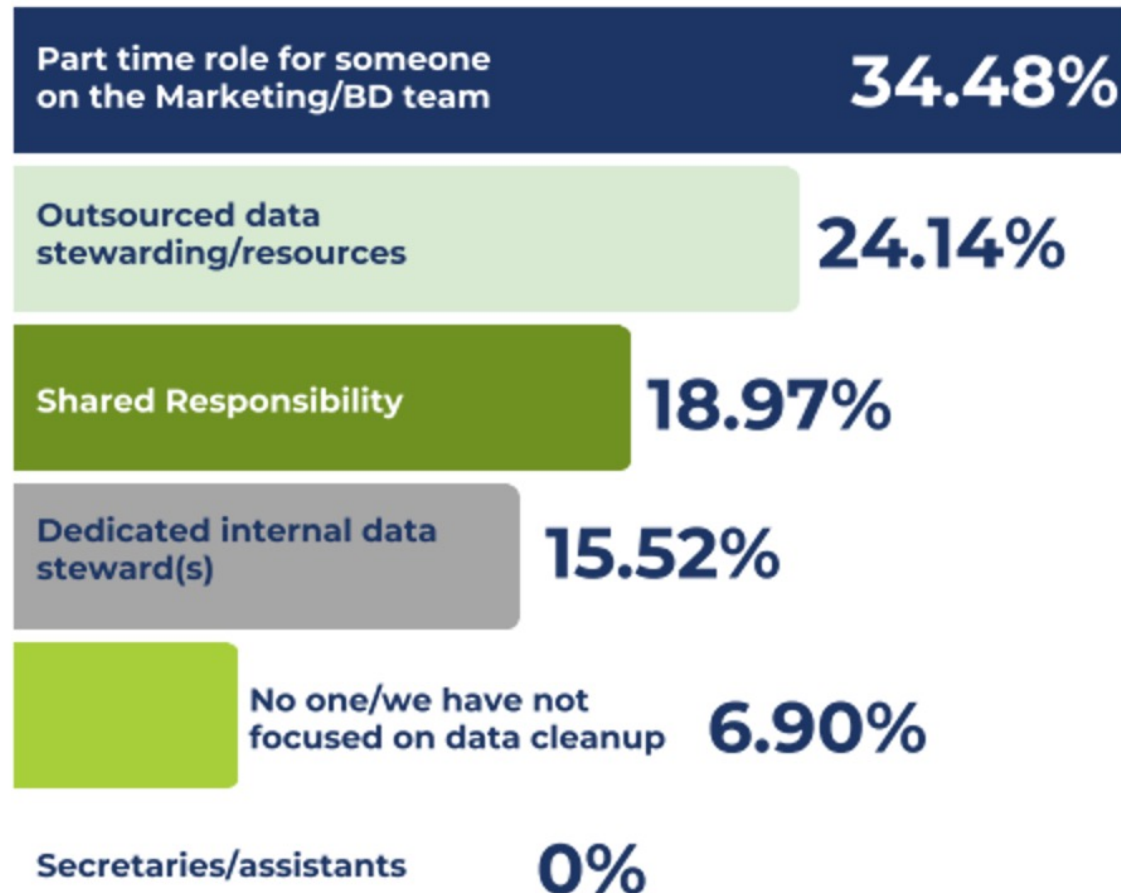
- Bad data is a major detractor
 - It discourages attorney trust in the system and prevents adoption
 - It's preventing ROI on firms' CRM and other marketing technology investments

Attention to Bad Data



- 45+% of firms either don't dedicate resources to data quality or focus on it only when they have to

Dealing with Data

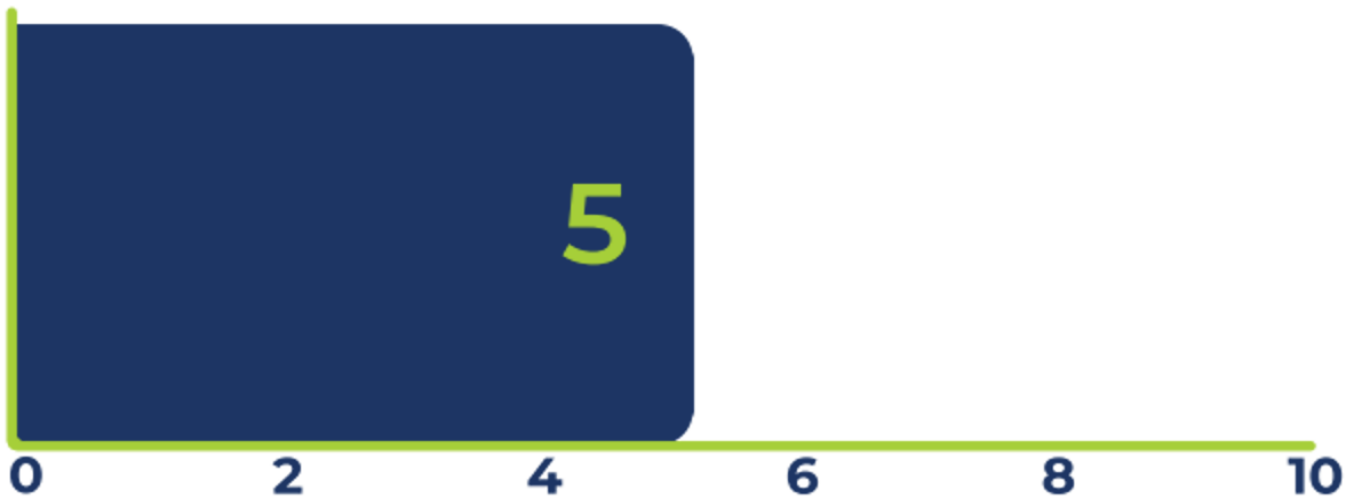


- Many firms have no dedicated data quality resources
 - They try to get by with part-time resources or team members who share responsibilities when they have time and don't have experience/training
- Outsourcing data quality is gaining traction as a cost-effective alternative

How Firms Rate Success with CRM

Q. If you are using a CRM system, how would you rate the success of your firm's overall CRM?

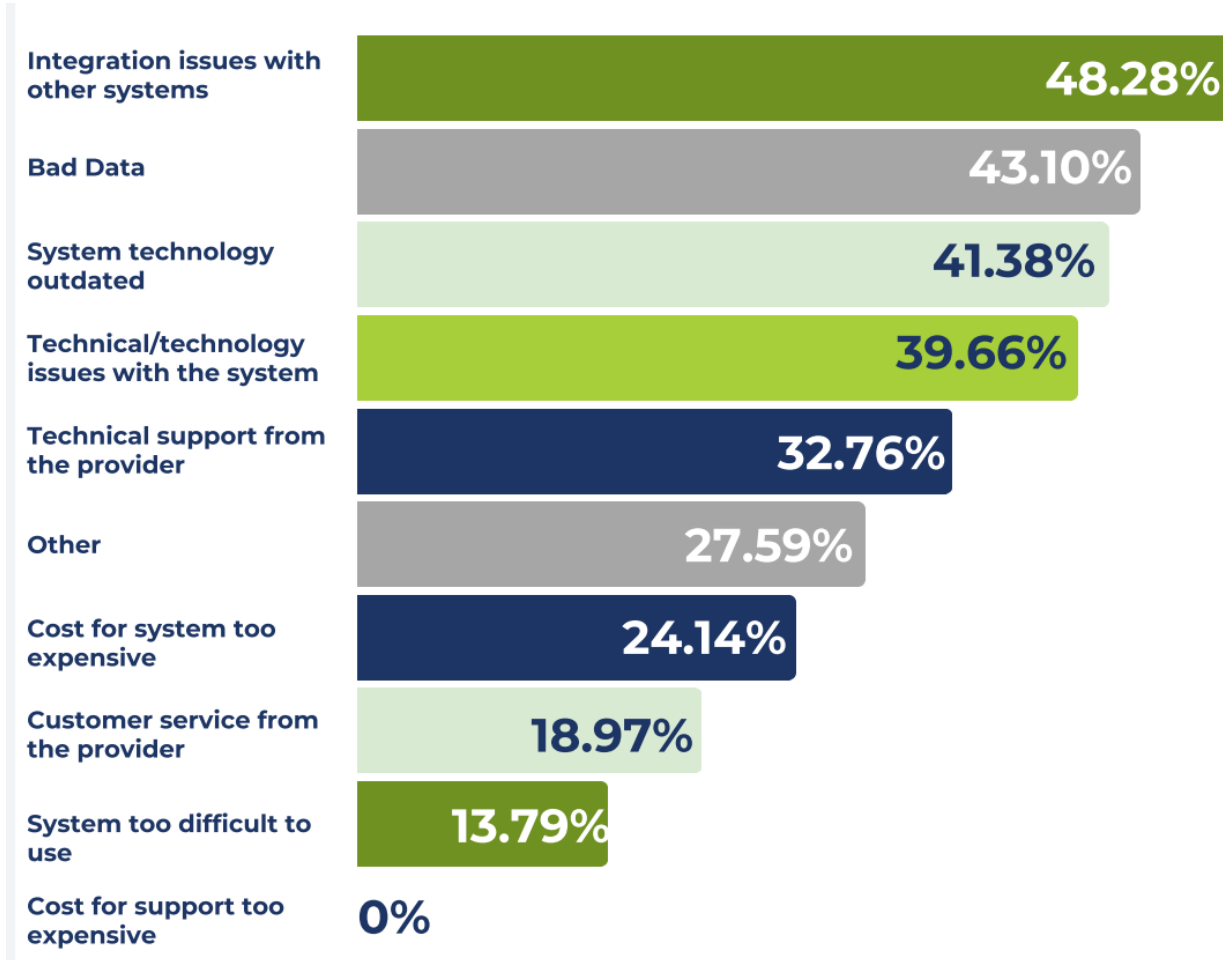
- Firms give CRM systems a failing grade of 5 out of 10



Committed to the

Growth of Our Clients

Top Frustrations with Existing CRM Systems



- System integration issues
- Bad data
- Technology issues and dated technology
- Provider service/support
- Cost
- Difficulty of use

Not Surprising, Many Firms Are Considering Switching



- More than 60% of firms are actively looking or are open to changing systems

Attorney CRM Adoption in the Industry

- For more than 20 years we've been collectively beating our heads against a wall chasing attorney 'adoption'
- Attorneys want to be involved less than ever before
- Do we really want people who bill hundreds or more than \$1000 an hour doing data entry
- There has to be a better way...



CRM Success

What We Can Do

The Good News

- Success is possible
- When implemented strategically, CRM can help a firm to:
 - Enhance communications and events
 - Increase efficiency
 - Expand relationships
 - Increase revenue
 - Improve client service/satisfaction
 - Enhance business development



Keys to CRM Success

- People, planning and process
- Data quality
- Communication
- Training
- Commitment of resources
 - Time, money and people
- Redefine success
 - Let lawyers be lawyers



Next Steps to CRM Success

- Subscribe to CRM success
 - https://share.hsforms.com/12y0eKqi2TZi9_3lnah0lh wz2lq
- Get the resources you need
 - <https://clientsfirstconsulting.com/resources/>
- Download the survey to see which CRM, ERM and eMarketing systems firms use
 - <https://clientsfirstconsulting.com/2024-crm-success-survey-results/>
- Don't do it alone
 - Reach out for help
 - Get a free CRM or data quality success session



Get in Touch



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Share Your Challenges and Successes

Want to see how your firm's CRM and Data Quality stack up to industry standards?

Participate in the 2024 CRM Success Survey today!



Q & A

