



The Survey of Client Service Performance: The BTI Client Service A-Team 2006

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Jones Day Again Ranked Number 1 in Client Service

*Inducted into BTI's "Client Service Hall of Fame"
as only firm to earn the top spot three different times*

EXCLUSIVE REPORT



When corporate counsels from *Fortune 1000* companies were asked to identify law firms that excelled in delivering client service, Jones Day once again emerged as a clear leader. For the third time in five years, Jones Day topped *The BTI Client Service 30*, earning significantly higher ratings than its competitors (with a margin of 43% and 97% more points than the second and fifth placed, respectively). The annual BTI Consulting Group's national *Survey of Client Service Performance for Law Firms* identifies the top 30 client service-focused firms in the country.

The BTI survey results show Jones Day as a consistent top performer, bringing "best in class" performance to key client service categories that included client focus, commitment to help, legal skills, handling problems, keeping clients informed, advising on business issues and understanding the client's business. The study also notes that Jones Day showed particularly outstanding performance in the category "Bringing Together National Resources" by virtue of its global scale and its ability to marshal the best resources to any client matter — without regard for geography.

"Large clients expect more from outside counsel than in prior years," noted BTI President Michael B. Rynowecer. "The numbers from our study show that Jones Day is delivering on these demands in a big way and across many of the variables by which clients perceive value."

BTI conducted more than 200 independent, individual interviews with corporate counsel at *Fortune 1000* companies and large organizations. These clients identified 17 key activities that drive client service and ranked their law firms in each of them.

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Jones Day Takes First Place in Client Service Survey

EXCLUSIVE REPORT



Jones Day reclaims the top spot in *The BTI Client Service 30*, making it BTI's first-ever three-time client service champion. A consistent top performer and a member of *BTI's Client Service Hall of Fame*, Jones Day helps to set the standard for client service in the legal industry. Their superior client service earns kudos across the board from clients. In particular, Jones Day brings extraordinary leadership and consistent best-in-class performance in Understanding the Client's Business, Bringing Together National Resources and Advising on Business Issues.

Jones Day ranks Best of the Best in:

- ◆ Best Performing Overall
- ◆ Advising on Business Issues
- ◆ Bringing Together National Resources
- ◆ Client Focus
- ◆ Commitment to Help
- ◆ Dealing with Unexpected Changes
- ◆ Handling Problems
- ◆ Keeping Clients Informed
- ◆ Legal Skills
- ◆ Quality Products
- ◆ Understanding the Client's Business
- ◆ Unprompted Communication

Jones Day emerges as Leader of the Best in:

- ◆ Best at Client Service
- ◆ Anticipating the Client's Needs
- ◆ Breadth of Services
- ◆ International Capabilities
- ◆ Meeting Technical Specifications
- ◆ Providing Value for the Dollar