



The Survey of Client Service Performance for Law Firms: *The BTI Client Service A-Team*

Jones Day



2009

prepared by

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**B T I**

The BTI Client Service 30



1. Jones Day

Jones Day locks in first place in *The BTI Client Service 30* for the second consecutive year—a remarkable first-time feat in the 8-year history of this client-driven ranking. Jones Day’s unparalleled client service excellence has earned the firm a top 5 spot for 8 solid years, a performance rivaled by none.

Client accolades extend across all 17 activities that drive the client relationship and win Jones Day Best of the Best recognition in 2 times more activities than any other firm. Jones Day’s stellar performance earns the firm best-in-class honors in Client Focus and Commitment to Help for 4 years running—an extraordinary achievement that helps drive Jones Day’s acknowledged position as the client service leader.

BEST OF THE BEST

- Advising on Business Issues
- Anticipating the Client’s Needs
- Breadth of Services
- Bringing Together National Resources
- Client Focus
- Commitment to Help
- Handling Problems
- International Capability
- Legal Skills
- Quality Products
- Understanding the Client’s Business
- Unprompted Communication

LEADERS OF THE BEST

- Dealing with Unexpected Changes
- Keeping Clients Informed
- Meeting Technical Specifications
- Providing Value for the Dollar

HONOR ROLL OF THE BEST

- Regional Reputation

**B T I**

The BTI Client Service 30



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BTI Client Service Rank	Score	BTI Client Service Rank	Score
1. Jones Day	600.87	16. Gibson, Dunn & Crutcher	206.46
2. Mayer Brown	436.06	17. Faegre & Benson	204.94
3. Sidley Austin	349.17	18. Alston & Bird	177.89
4. Skadden, Arps, Slate, Meagher & Flom	289.96	19. Cleary Gottlieb Steen & Hamilton	174.33
5. Sullivan & Cromwell	276.62	20. Willkie Farr & Gallagher	167.79
6. Kirkland & Ellis	258.83	21. Paul, Weiss, Rifkind, Wharton & Garrison	166.93
7. Reed Smith	258.75	22. McGuireWoods	164.79
8. Cravath, Swaine & Moore	257.58	23. Vinson & Elkins	162.27
9. Troutman Sanders	241.70	24. Thompson Hine	158.92
10. Morgan Lewis	236.85	25. Fulbright & Jaworski	158.45
11. Dorsey & Whitney	233.04	26. Clifford Chance	156.26
12. Davis Polk & Wardwell	232.30	27. Hogan & Hartson	153.49
13. Baker Botts	226.00	28. Littler Mendelson	149.25
14. Bryan Cave	212.72	29. Dechert	147.99
15. Hunton & Williams	211.02	30. Wachtell, Lipton, Rosen & Katz	139.62

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Five-Time Client Service Champion: Jones Day

BTI congratulates champion Jones Day for their fifth year in the top spot of *The BTI Client Service 30*. Jones Day has ranked in the top 5 of *The BTI Client Service 30* in each of the last 8 years.

This year, Jones Day claims the number 1 seat for a second year in a row, crowning them the absolute best law firm for continuous superior client service performance in the eyes of clients.

BTI Client Service Hall of Fame

The 2 members of *The BTI Client Service Hall of Fame*, inducted in 2005, continue to shine with unparalleled client service excellence. These firms demonstrate best-in-class client service delivery and enjoy accolades from critical clients.

BTI applauds the members of *The BTI Client Service Hall of Fame* for their continuous dedication and sincere commitment to delivering exceptional client service. These 2 firms have led the ranks of *The BTI Client Service Top 10* for the past 8 years.

- ♦ Jones Day
- ♦ Sidley Austin



Introduction

About The Survey of Client Service Performance for Law Firms: The BTI Client Service A-Team

Superior Client Service a Competitive Advantage

Competition is fierce. BTI's research points to some unsettling trends as 2008 established a new reality for law firms. Slowed growth in outside counsel spending, declining budgets and work moving in-house hit law firms hard.

28.1% of corporate counsel indicate they would replace their primary firm for a firm that provides superior client service. Savvy law firms use client service to their competitive advantage to stay ahead of changing client needs and lock out the competition.

Firms honored in this year's *BTI Client Service A-Team* excel at the 17 activities that define superior client relationships:

- ◆ 4 deliver superior financial rewards
- ◆ 5 bolster the case for client loyalty
- ◆ 6 are the price of admission
- ◆ 2 are critical to the best and least cost-sensitive clients

282 law firms exceed client expectations to claim their position on *The BTI Client Service A-Team*. BTI applauds these firms for their unparalleled delivery of client service excellence.

The A-Team—Clients Rank Law Firms

The BTI Client Service A-Team evaluates individual law firm performance through the eyes of the client. The client—the most important judge of client service—decides which law firms are best. In the face of heightened competition, being nominated as the best law firm in one or more categories is a true achievement.

The Best of the Best Get Even Better

Clients recognize 282 law firms for exceptional client service this year, nearly 3 dozen more than last year. Hitting its highest point since 2005, the average *BTI Client Service Score* increases more than 20% in a single year, matching a boost in overall client satisfaction with law firms.

Even more impressive, the best of the best get better as *The BTI Client Service 30* increase their score nearly 30% in a single year. This elite group of law firms continues to raise the bar for exceptional client service.