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Vol. 3



Circle Up Weekly

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- **Note from our Co-Founder:** Our best for our clients
- **Infographic:** Customer Experience Fast Stats
- **Featured Article:** Eight Tips for Providing Excellent Customer Service – Forbes Small Business
- **Free Resource:** Customer Satisfaction KPIs plus, Firm Client Satisfaction Survey
- **And more!**



Note from our Co-Founder

I bet you've heard this line before – "Never over-promise and under-deliver". Have you had this experience recently?

It's a mantra we always strive towards, both in business and in our personal lives. It tells us to focus on delivering our best selves in service to others, much like "the golden rule". You add value to people when you value them.

While customer experience has always been important, studies are finding it means more today than even before. In fact, it's pulling ahead of other important factors such as price and product.

And really, who's surprised? In a world that's been topsy-turvy for the last several years, what we desire most is humanization and honesty. We seek to find someone – *anyone* – who cares and wants to help. At the end of the day, isn't that what "customer experience" is all about? Let's continue to care for each other and be the best we can be.

Cheers to your success!

Laura Kennedy

Co-Founder



Featured Article

Eight Tips for Providing Excellent Customer Service

- Forbes Small Business



"What are the most important factors in providing excellent customer service? If you're a business owner, this is a question you should be asking yourself. Customer satisfaction directly affects your bottom line, and if you want to increase sales or maintain your current customers, it's critical that you understand what they care about most."

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Fresh Updates



Customer Service for Law Firms: The 4 Keys to Success

"Customer service for law firms is key to generating and retaining a strong book of business. Many firms believe providing great service stops at winning a case, but for clients, it's much more than that."

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111 Customer Service Statistics and Facts You Shouldn't Ignore

"Your customer experience is the main differentiator between you and your competitors, and all of the customer service statistics back it up." [Read More](#)



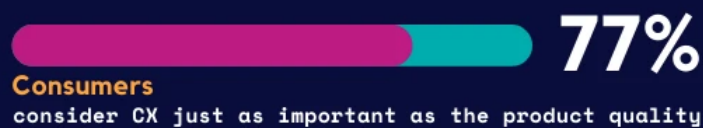
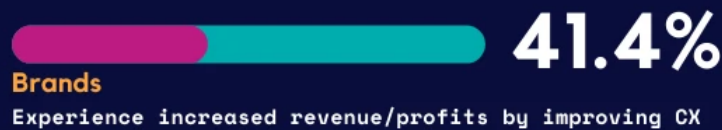
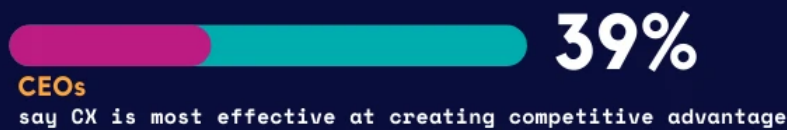
What is measured, gets managed.

Measuring client satisfaction is critical to business success today. Knowing what you can improve upon, based on client feedback and real data, allows you to make educated decisions about your systems and processes. Gain access to our FREE customer satisfaction survey to start measuring what matters in your firm!

FREE CUSTOMER SATISFICATION SURVEY



Qualtrics XM Institute reports:



Accenture reports:



80%
of brands believe they
deliver superior CX

8%
of their consumers agree



of customers aren't opposed to the use
of Artificial Intelligence (AI) to Improve
CX

- 60% Gen X
- 66% Millennial




"It seems like everywhere you look today organizations are discussing customer experience (CX) – how great their CX is, how they're working to make their CX stand out, or all of the above."

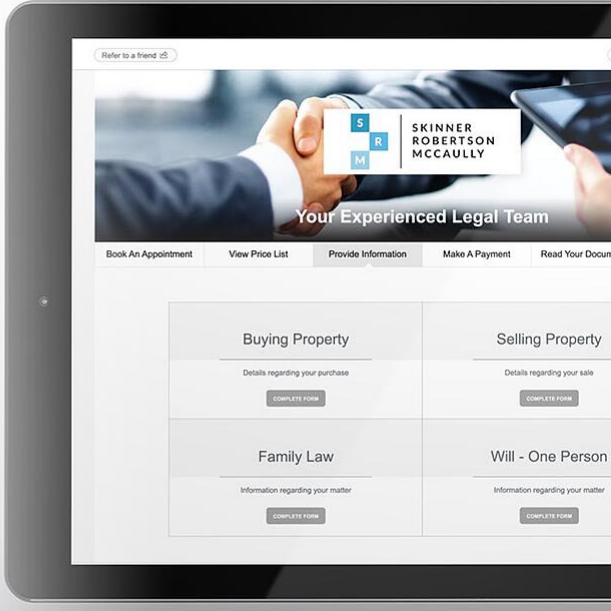
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Solution Spotlight

**Intake
Forms**
from your
Web Portal





CLIENT INTAKE FORMS through [LEAP](#)

The client experience begins when they first believe a firm can help provide a solution. Make the initial interaction with your firm streamlined and simple with client intake forms right from your web portal. LEAP is one example of how you can accomplish this.

[Learn More](#)



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