

**Special Excerpt:  
Why Clients Choose Law Firms**

**2012**  
**Chief Legal Officer Survey**  
**An Altman Weil Flash Survey**



## 2012 Chief Legal Officer Survey: **Special Excerpt on Law Firm Selection**

For the thirteenth year in a row, Altman Weil, Inc. surveyed Chief Legal Officers (CLOs) on issues of importance in managing their corporate law departments. In one survey question, we asked Chief Legal Officers to rate the effectiveness of a series of factors in influencing their outside counsel selection decisions.

### **The Survey**

The **Chief Legal Officer Survey** has been conducted and published annually by Altman Weil, Inc. since 2000, most recently in September and October 2012. Two hundred and four responses were received for the 2012 survey, 15.7% of the 1,297 corporate law departments invited to participate. Demographic and budgetary data on responding law departments is included in the survey report.

The complete survey report is available online at [www.altmanweil.com/CLO2012](http://www.altmanweil.com/CLO2012).

### **About Altman Weil**

Founded in 1970, Altman Weil, Inc. is dedicated exclusively to the legal profession. It provides management consulting services to law firms, law departments and legal vendors worldwide. The firm is independently owned by its professional consultants, who have backgrounds in law, industry, finance, marketing, administration and government.

More information on Altman Weil can be found at [www.altmanweil.com](http://www.altmanweil.com).



**Law Firm Selection Influencers**

Please rate the following based on how effective they are in influencing your selection of outside counsel.

Rate on a scale of 0 to 10 in which 0 = No effect and 10 = Extremely positive effect.

<b>LAW FIRM SELECTION INFLUENCER</b>	<b>Average Rating</b>	<b>Median Rating</b>
Demonstrated understanding of your business / industry	9.6	9
Referrals / Recommendations from colleagues	8.6	8
Personal contact: Visits / phone calls / personal notes	6.7	6
Written material demonstrating lawyer's expertise	6.1	6
Free seminars, webinars, CLE training for your law department	4.9	4
Branding as a full service firm	4.6	3
Industry events: Sponsorships / presentations / attendance	4.1	2
Website content / Firm brochures / Advertising	3.6	2
Directory listings and ratings (traditional and online)	3.3	2
Membership in law firm networks	3.2	2
Committee work, Community involvement, Board memberships	3.2	2
Direct mail / email communications about a firm	2.9	2
Social media activity: LinkedIn / Twitter / Facebook / Other	2.3	0
Invitations to social events / sporting events / meals	2.2	0

## **Other influencers**

### **Top responses in order of frequency:**

- Subject matter expertise
- Track record of success
- Prior relationship
- Low cost

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