

CRM, The Ultimate Software Yet To Be Discovered By French Lawyers

In a market that has become so challenging and competitive, French lawyers can't confine themselves to their expert rank anymore.

The quality of their skills has become scant in a business-driven profession where communication and marketing tools are getting critical.

Regarding communication, French law firms are way behind, especially when it comes to CRM (Customer Relationship Management), an IT tool that too often shakes up their working patterns.

What is CRM ?

CRM provides lawyers with technological solutions to understand their clients better in order to anticipate their current and future needs.

By offering an implementation of a strategic "client watch" to ping a client at the right time for matters he's interested in and develop a personal relationship, CRM values the client's portfolio and therefore stands as one of the most elaborate step in marketing.

Actually, a qualified and updated CRM Data base shared between partners becomes the law firm's asset, optimizing cross-selling and professional opportunities.

Yet, French lawyers tend to shy away from investing in this fairly expensive tool whose results will only occur in the medium run.

The deeply-rooted individualism culture of the job does not foster client sharing and French lawyers haven't yet caught up on the business-driven trend of their job.

To enhance profits, three solutions are available for Law firms: increasing the benefit from each client, increasing the number of clients, lengthening the life cycle of a client.

Yet, it's common sense that in order to enhance benefits, keeping clients is easier than getting new ones.

Practices that have invested in a customizable CRM and that bothered spending time mining it are very happy: their quality service and their business development strategy have been revamped. Partners bond better and feel more unified.

A CRM project involves a modern vision of the profession set for the long run, taking a Law firm one step ahead. Few competitors have figured that out.

A CRM implementation goes beyond a bare software installation. It shakes up the whole Law firm's organization and requires a change management plan dealing with structure, skills and behaviors.

Anne Bassi
CEO Sachinka

About Sachinka

Sachinka is a company specialized in Strategy, Human Resources and Communication dedicated to regulated professions, especially lawyers.

Anne Bassi has worked as a tax lawyer for nine years before crating Sachinka. She taught Tax Law at Pantheon-Assas University and Dauphine business school.