

MUNI
LAW

Marketing for Lawyers

Customer services offered by lawyers

Romana Buzková

buzkova.romana@gmail.com

or

Romana.Buzkova@law.muni.cz

Content

- Services, global brands
- Successful examples
- Services marketing
- Customer service
- Services in legal context



What is a service?

- Any act or performance that one party can offer to another that is essentially **intangible** and does **not result in the ownership** of anything. Its production may or may not be tied to a physical product (Kotler, 1987).
- Service-based business x product-based business.



Service x product



Some examples of services



- Accounting
- Advertising
- Banking and financial services
- Communications
- Consulting
- Education and training
- Health care
- Leasing
- Legal services
- Maintenance and repair
- Management and catering
- Publishing
- Transportation

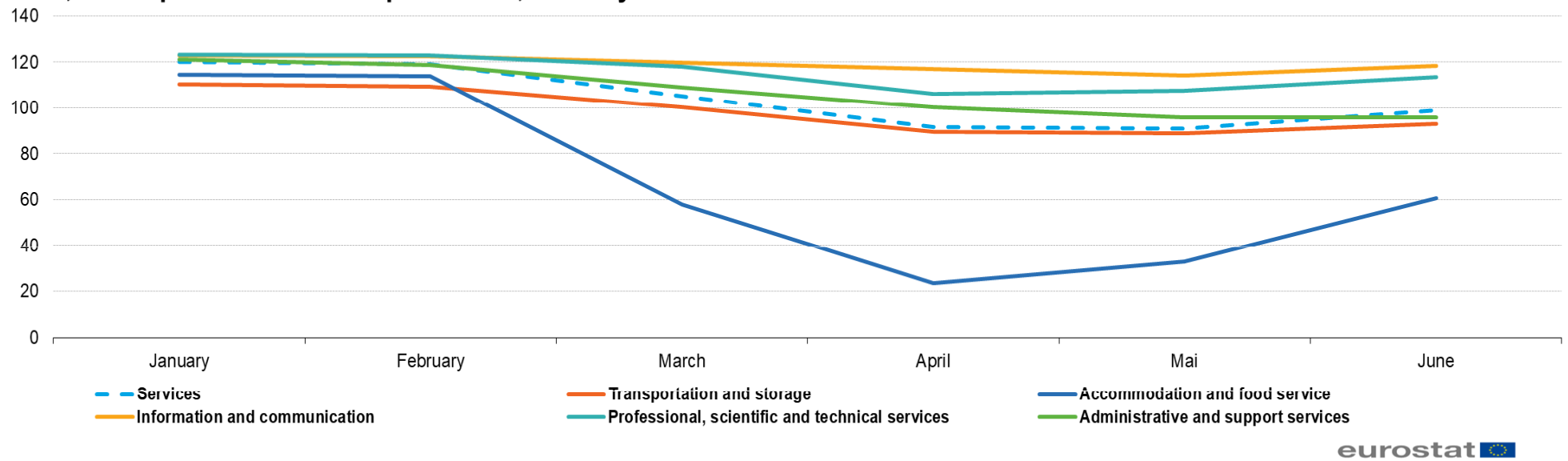
Why is it important?

- Services play an important role in today's world of business – we live in a service economy.
- Services sector is the largest sector in the world.
- Today, over two-thirds of GDP and four-fifths of employment in the OECD countries are in the services sector.



Coronavirus impact

EU-27, development of services production, January - June 2020



Examples



Best global brands

- Which companies do you think that belong to top 3 in the world?
 1. ...
 2. ...
 3. ...
- <https://www.interbrand.com/best-global-brands/>



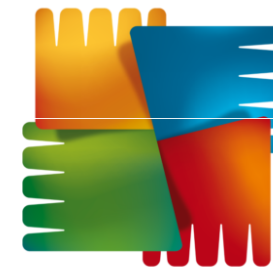
Do you know any Czech companies/brands?



Bata



ŠKODA



AVG

RegioJet (successful example from Brno 😊)

– <https://www.regiojet.com/>



REGIOJET
| STUDENT | AGENCY |



Task 1

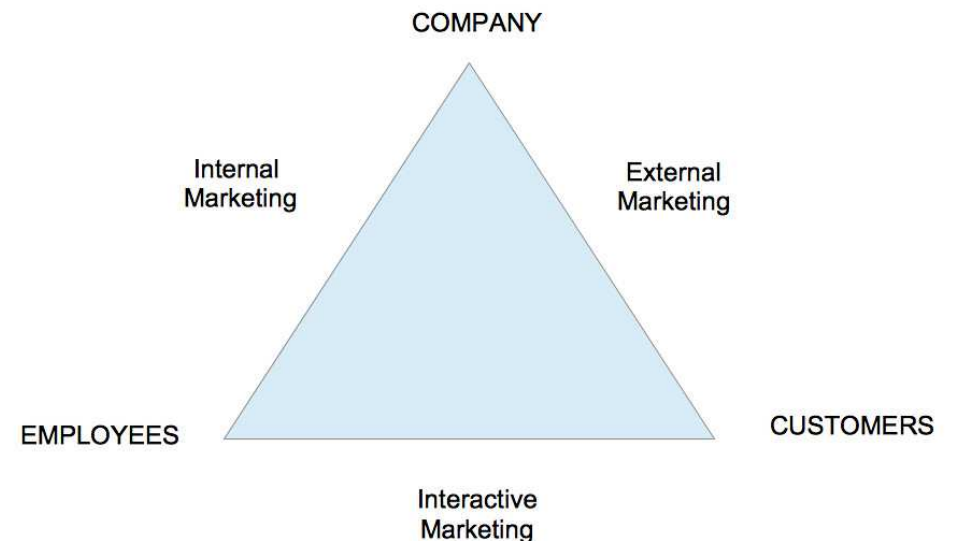


- Find a (successful) example from your country.
- Prepare a short description of the company and its services.
- What makes it special? Why do you like it?
- Is there anything you do not like?
- Do you have any recommendations for improvement?
- How would you describe the marketing strategy of this company?

Services marketing

- Internal marketing
 - *Enabling the promise*
 - Vertical & horizontal communications
- External marketing
 - *Setting the promise*
 - Advertising, sales promotion, direct marketing, public relations
- Interactive marketing
 - *Delivering the promise*
 - Personal selling, customer service center, service encounters, servicescapes

Services Marketing Triangle



Customer service

- Everything what a company does for **satisfaction** of its customers.
- Helps to gain **higher profit** from sold products.
- Customer services can be also an important **competitive advantage**.
- Why customer service matters:

<https://www.youtube.com/watch?v=nxtaMdu55Ug>

Customer service



- May be provided by a person or by automated means.
- Understanding of customers' needs and wishes.
- Influences emotional experiences from purchase and helps to increase the satisfaction of customers.
- Generates income and revenue.

Customer service

- Takes place before, during and after the purchase.
- Examples of customer services:
 - Providing sufficient information about the company and its products
 - Payment options
 - Transport and packaging of products according to customers' preferences
 - Maintenance services
 - Free phone connection
 - Online helpdesk
 - Others

How to offer customer service



1. **Know your product** (do not leave a customer with an unanswered question).
2. **Body language/communication** (smile, keep an eye contact, be polite).
3. **Anticipate customers' needs** (go the extra mile).

Customer service offered by lawyers

- What consumers (clients) want from customer service:
 - Understanding and solving the problem
 - Polite and friendly staff
 - Frequent communication, responsiveness to phone calls and emails
 - Same treatment for all clients
 - Clear communication
 - Transparency in pricing
 - Going beyond their expectations



Task 2

- Think about any kind of service that can be provided in addition to standard legal services.
- Try to find a legal office from your country which in your opinion provides good customer service.

References

- <https://marketbusinessnews.com/financial-glossary/services/>
- <https://www.martindale-avvo.com/blog/what-is-customer-service/>
- Kotler, Philip. Marketing Management: Analysis, Planning, Implementation, and Control. Prentice Hall (1997).
- Lovelock, Christopher; Wirtz Jochen. Services Marketing: Global Edition. Pearson (2012).