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**LAW**

# **Marketing for Lawyers**

## **Customer services offered by lawyers**

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# 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

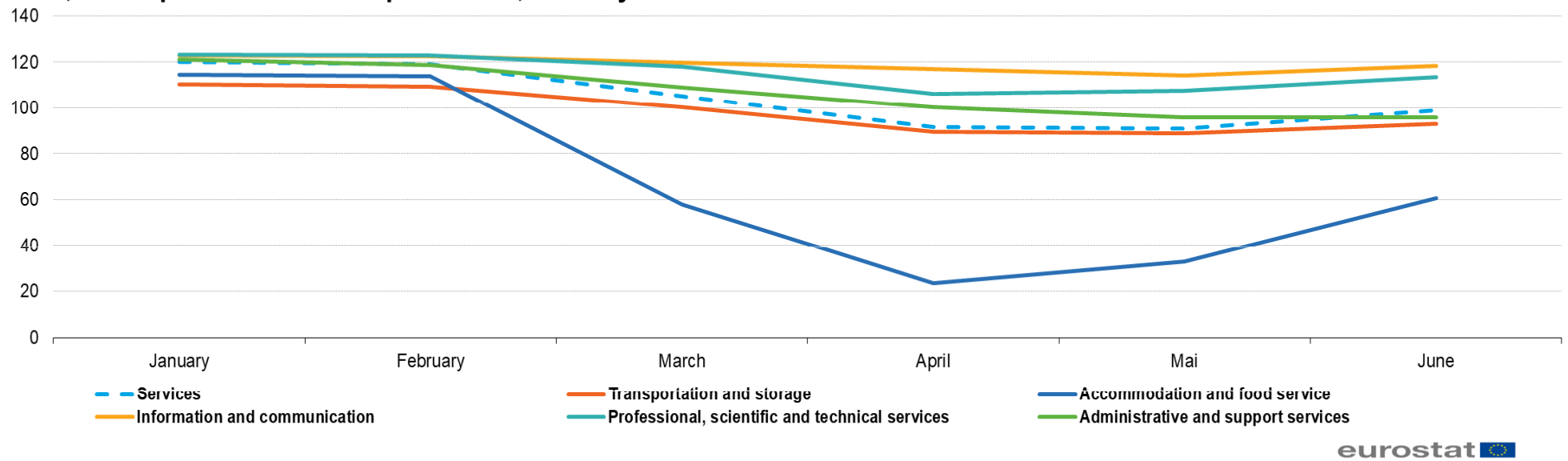
- Accounting
- Advertising
- Banking and financial services
- Communications
- Consulting
- Education and training
- Health care
- Leasing
- Legal services
- Maintenance and repair
- Management and catering
- Publishing
- Transportation

# 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 of the best know service-based businesses



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# 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/>



# RegioJet (successful example from Brno 😊)

– <https://www.regiojet.com/>

**|| REGIOJET**  
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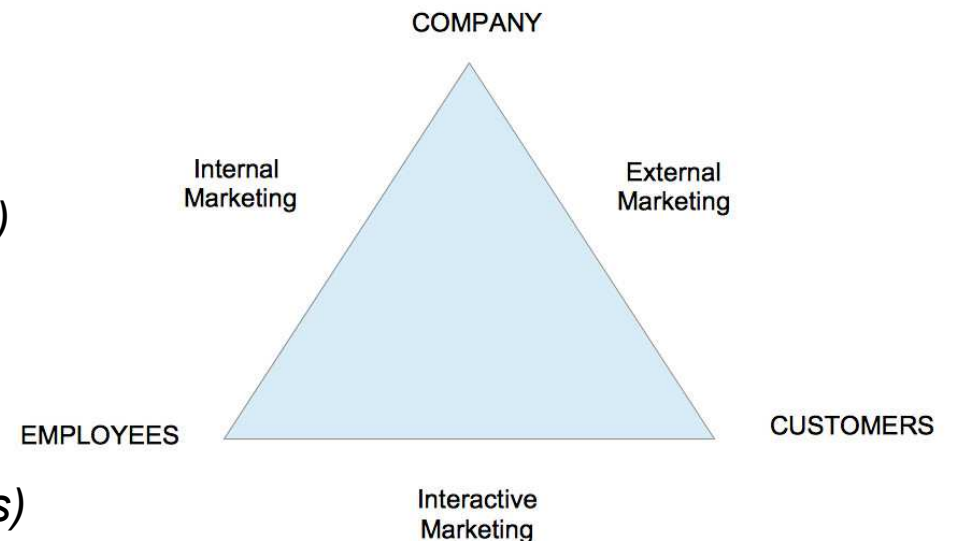
# Task 1

- 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 (employees x company)*
  - Vertical & horizontal communications
- External marketing
  - *Setting the promise (customers x management)*
  - Advertising, sales promotion, direct marketing, public relations
- Interactive marketing
  - *Delivering the promise (employees x customers)*
  - 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).