

CLIENT EXPERIENCE

# A Distinctive Client Experience

Don Baker talks about the North Star of our 2025 Strategy.



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## A Distinctive Client Experience

**I**n the latest in a series of 2025 Strategy insights from our Executive Committee, Don Baker explains how the North Star of the 2025 Strategy – Distinctive Client Experience – will help us create a client experience that sets us apart.

As you'll know, the North Star of our 2025 Strategy is all about creating a distinctive client experience – something that we've heard and talked so much about in recent times. It's about making our clients feel prioritized, protected and understood, with our shared sense of purpose helping us win more work for global clients on complex, high-profile matters.

Following extensive research with our clients, we decided to focus our efforts on what our clients have told us they particularly value.

We're confident that, by doing this, we will generate more repeat work and develop closer trusted-advisor relationships, giving our people increased opportunities to do even more great work on the most high-profile matters with the biggest clients.

Individually, I know we often provide excellent service to our clients and have done across the years. But this doesn't mean that we've always collectively delivered a distinctive client experience across the Firm.

With this in mind, we asked our Client Experience (CX) Task Force to carefully consider what we need to do to create a distinctive client experience that we can apply in a more consistent way.

Fittingly, they kicked off the initiative by going out and talking to our clients. From these conversations, they recommended that we prioritize two initiatives.

#### NEW WAYS OF WORKING

**Our people are diverse,  
agile and equipped to  
meet future client needs.**

Future of work  
Tomorrow's lawyers  
Equitable development

#### DISTINCTIVE CLIENT EXPERIENCE

**A consistent experience  
of the Firm strengthens  
our client relationships.**

Shared sense of purpose  
Global clients and complex work  
Prioritized, protected, understood

#### COMPELLING OFFERING

**Our capabilities are  
joined up and focused  
on client impact.**

Industry expertise  
Integrated offerings  
Innovative delivery

#### FUTURE PROOF

**The Firm is set  
up to thrive in an  
uncertain world.**

Right size and shape  
Financial strength  
Culture of trust

## Voice of the Client

The first was to implement a way to more effectively listen to our clients to ensure we understood what they value, what we do well and any pain points, so we could take action to address issues with their individual experience.

Our plan was to also collate these insights to identify any wider trends, share learnings and see if the actions we take can be applied more broadly, especially where we see the same themes repeated with multiple clients.

We've called this initiative Voice of the Client, reflecting our commitment to elevate the voice of our clients in the Firm. It's about ensuring that we're laser-focused on what they value, listen and act on their feedback, with the end-result being a truly distinctive client experience.

One of the ways we're gathering insights is through face-to-face client interviews and, in each of the interviews I've led, our clients have been very impressed that we care enough to ask for their feedback.

The interviews have also resulted in a wealth of useful information that we can use to take meaningful actions that will improve the individual client experience and strengthen the client relationship, showing that we are not only listening, but acting on what they tell us.

The Voice of the Client initiative will allow us to systematically receive feedback from a much larger group of clients than we've done this with in the past. It also includes periodic check-ins, digital pulse surveys (similar to the type you might receive following a hotel stay or flight), and longer annual relationship check-ins. We'll also do more independent client relationship interviews.

In conclusion, Voice of the Client lays the foundations for a richer, consistent and formalized way of gathering, tracking and acting on client feedback across the Firm.

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## CX Blueprints

The second initiative the CX Task Force is working on is the creation of a framework through which we can positively influence the client experience at scale across the Firm. We're calling this framework CX Blueprints.

The idea is that, practice by practice, we'll chart the journey our clients go on when they work with us for any given matter. We'll then apply best practices at critical points we identify on that journey.

This might be formalizing kick-off meeting with our client where we introduce our team and set expectations regarding the manner and frequency of updates, or internal kick-off meetings to ensure that everyone on our team understands the client's objectives, as well as the client's working style, business and industry.

These CX Blueprints will remind us to communicate effectively internally and with clients at key stages. They will help us to collectively deliver a distinctive client experience more consistently across the Firm.

So far, we've developed CX Blueprints for five of our practices, but the plan is to roll this out across the whole Firm and, once we've received a critical mass of feedback from our clients, we'll take what we've been hearing from clients and use it to fine-tune the blueprints.

The CX Blueprints for the practices listed are available on Connect. Please take a look and try them on your matters.

### A collective effort

I'm grateful to everyone involved for all the hard work that has gone into this initiative so far. We've got a lot more to do and we'll need your support to make it happen.

Our success in providing a Distinctive Client Experience will distinguish us from other law firms, ensuring that we deliver an experience tailored around what they truly value.

This will create stronger client relationships and better opportunities for all of us across the Firm, benefiting White & Case, our people and our clients.

