

Now think back to your target client and the way they'd like to do things. You can have a few options, but generally, there will be only a couple of ways your target client would like to approach each step in the process of providing your legal service. Keep in mind that your target client doesn't like wasting time and values efficient legal services. For example, you might like to consider whether your meeting to obtain instructions could be in person or via video chat. Or perhaps it would be easier to have an online form followed by a phone call? Can you automate your precedents and have your client complete the online interviews, so you then have a customised draft document to review?

What changes can you make to each of the steps within the process of providing your legal services to exceed your target client's expectations? Perhaps you can start with an online booking form for meetings. Perhaps you can have a simple chat feature on your website so someone can make that important first contact by instant message (while they are waiting somewhere and trying to be quiet). Perhaps you can redesign your documents so you can automate them and produce them within a few minutes rather than spend days drafting? Perhaps you can commit to a paperless office and do your part for the environment (which is something that is valued by many people)? Perhaps you could use electronic signing for documents, so your client doesn't need to use the snail mail system? Be creative!

What does the process behind your legal service look like now?

Try it out. Change one or two of the steps at a time and try out the changing process with a few trusted clients. What did they like? What works? Add more of that to your process.

What did they not like? What didn't work? Get rid of that from your process, wherever possible.

Now implement more of your innovative ideas, try them and refine your process as needed. Make a reminder to review your process every few months and refine it as necessary. Congratulations! You've just been innovative with your legal services! ■

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3 SEPTEMBER 2019  
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