

# The Earley Examiner

*A Letter from Massachusetts Personal Injury Attorney Chris Earley*

**April 2023**



Much can be learned by studying the way Walt Disney built his business, which has continued to grow and expand exponentially even after his death in 1966. He had a singular and relentless focus on giving his customers the very best experience possible. That focus can be very instructive for law firms, which is a service industry that oftentimes ignores the critical importance of always providing a great client experience.

Here are some ways you can “plus” the experience for your clients during each stage of the client journey, including even after the case concludes, so that your clients become raving fans for life.

As soon as someone becomes a client, make a big deal out of it. This new client could have signed with many other law firms, but they choose yours, so be sure to show them the appreciation they deserve. Make sure they immediately receive a text or phone call welcoming them as your newest client. If you don't already have texting capability enabled for your clients, change that immediately.

At the very beginning of the representation, ask them how they prefer to communicate. Some people prefer phone calls, or texts, or email. Whichever mode of communication it is, make sure to find out exactly what it is by asking them. I have found they really appreciate that.

Later on in the case, if they are scheduled to come into the office, make that they experience a really memorable one. If we know a client is coming into the office, we write a short message on a whiteboard in our reception area such as "Welcome, John!" This we have found clients really love and it reinforces that we care.

Make sure your staff contacts clients no less than every four weeks. Even if there are no updates to share, this regular communication rhythm will inspire confidence and trust that your office is on the ball. I take this so seriously that we have an automated email going out to clients asking them if they have been contacted in the last four weeks.

Finally, always focus on identifying problems with your client service. A great way to find room for improvements in how your clients are being served is to ask them to take online surveys during the representation. We push surveys out to our clients via email. The feedback we receive is immeasurably valuable. This is a great way to double down on what is working, and to eliminate immediately that which is not working for our clients.

I consider the client experience one that continues even after the case ends. Send birthday cards, Valentine's Day cards, newsletters, etc. Call them randomly to check-in with them. Making the effort to continue the relationship after the case concludes is crucially vital.

### **Thank You for Your Personal Injury Referrals!**

Your trust in us to handle your personal injury referral is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass 538 Google reviews.

### **Let's Connect**

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at [cearley@chrisearley.com](mailto:cearley@chrisearley.com) so we can talk and help one another!

### **Check Out My Most Recent ABA Article Attached**

This month's topic is all about growing your network through providing value to others.

### **Quote of the Month**

“Success usually comes to those who are too busy to be looking for it.” – Henry David Thoreau