

Sources Say

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An occasional series in which we explore unattributed scuttlebutt in the world of legal marketing . . .

Sources say that law firms are scared to death of a ratings system being developed by the Association of Corporate Counsel, the largest organization of in-house counsel, which will allow large corporate clients to rate their law firms.

The ACC's "Value Index" is an online database, open exclusively to its in-house membership, where corporate counsel will score firms in a number of areas, including responsiveness, staffing, budget control, and outcome focus. Firms will not know their scores on the Value Index. And in addition to the numerical scores generated by the ratings, the Index will also host a forum for in-house departments to share thoughts about the firms they use.

If used by enough corporate counsel, it sounds like a very powerful tool to evaluate firms. So yeah, no wonder they're freaking out. You can hear more about the ACC Value Index, which is supposed to be launched at the ACC's annual meeting on October 18-21 in Boston, on this [podcast](#) with Susan Hackett, SVP and GC of the ACC, and Jeff Carr, GC at FMC Technologies.