Law firms and CRM

It's never easy introducing a CRM system into a law firm.

This is particularly the case when the culture is focused on the "we've always done it this way" psychology.

If you have a number of Partners for instance, who have been with the firm for years, you may well find that they operate on the whole, independently of each other. This of course means that when the time comes to implement the CRM system, they are reluctant to share client information, particularly if their billing is targeted.

Clients however, are more likely to use an individual law firm repeatedly, when the following criteria are in place:

- The law firm appears to be working as a unit, rather than disjointed
- They are aware of the whole range of services offered, rather than the one they've always used
- The law firm as an entity, rather than a particular individual, knows about their particular circumstances, needs and objectives and is trying to address them. In this way, they feel valued
- They are communicated with regularly, in a timely fashion, about subjects which are relevant to them

Managing change is rarely straightforward, with influencing key individuals playing a significant part of implementation in the early days. It is extremely important that senior decision makers are persuaded to come on board from the outset, by explaining the benefits of implementing a CRM system in a law firm.