

Speaking Engagements | November 4, 2022

LMA Northeast Regional Conference – Client Success Teams: Tech Companies Have Them...Why Not Law Firms?

Westin Times Square
270 W 43rd Street
New York, NY 10036

SPEAKERS

[Erin Murphy](#)

Friday, November 4 • 3:10 – 4:00 p.m. ET

Troutman Pepper's Director of Client Experience Erin Murphy is speaking at the LMA Northeast Regional Conference on the topic "Client Success Teams: Tech Companies Have Them...Why Not Law Firms?"

The core function of a client value (or client success) team in a tech company is to ensure that clients receive ongoing and lasting value from the product and services they have purchased. It is a fundamental part of the business to understand the client's success criteria and objectives, desired outcomes, tolerance for risk, communications preferences, and more. In the corporate world there are well-defined processes for onboarding new clients and users and for evaluating client value along the lifecycle of the client relationship. Law firms, however, have been slow to embrace these concepts, however, more and more, commercial law firms are beginning to understand the value of formalizing these processes and are building programs to satisfy the needs of their clients.

As clients' expectations continue to shift, such programs are quickly becoming necessities across firms of all sizes. In this session, a group of law firm professionals who are actively involved in client-facing initiatives, such as client success, client value, and client experience, will discuss the impact of such programs.