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Talking Trendspotter: Readers Say Law Firms Need Client Feedback—but Opinions Differ on How to Get It

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Troutman Pepper's Client Care Officer Dan Pulka was quoted in the *Law.com Trendspotter* article, "[Readers Say Law Firms Need Client Feedback—but Opinions Differ on How to Get It](#)."

Daniel Pulka, chief client care officer at Troutman Pepper, said his firm also uses Wicker Park Group for its client interviews.

"Many attorneys assume they have a good relationship with their clients, and are hesitant to ask tough feedback questions," Pulka said of the firm's decision to hire a third-party for this process. "Some clients have a friendly relationship with outside counsel and choose to 'not rock the boat' by providing constructive feedback. We've found that using a third-party for interviews helps clients to be more candid and share insights they might not have otherwise shared with their day-to-day attorney contacts."

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"All feedback is good feedback, but feedback is only as good as your response to it," Troutman Pepper's Pulka wrote. "After we receive client feedback from an interview or survey, we work with our attorneys to ensure they acknowledge the feedback and respond with specific actions that address the feedback. These actions could include launching a tailored Troutman Pepper Value Program to add value to the relationship, correcting service issues, or introducing the client to industry peers. We stress with our attorneys that feedback is the start of a conversation, and they must regularly follow up to provide updates on how they are acting on the feedback and to ensure they are meeting expectations."