

Press Coverage | September 2, 2022

Troutman Pepper Launches Client Program to Provide Services 'Beyond the Billable Hour'

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Daniel P. Pulka

Dan Pulka, Troutman Pepper's chief client experience officer, was quoted in the September 2, 2022 *The American Lawyer* article, "[Troutman Pepper Launches Client Program to Provide Services 'Beyond the Billable Hour'](#)."

We like to identify a problem that a client is having and then co-create a solution with them. It's a formalized way of ensuring we're delivering more for our clients.

...

They were undergoing a tremendous amount of change. They had a lot of turnover in their legal department, and they wanted to meet with firms to see how they could work better. This client was having a series of purposeful value discussions with their law firms.

...

We're focused more so on helping clients do their jobs and advance their business goals through 'Plus' than I think what some of our competitors are doing. They're really focused on tech solutions and alternative service delivery models, which I think are really about driving better margin for the law firm and less about creating value for the client.

...

We know that we have insights that we can offer [clients] that are helpful to them in their world of work. We're meeting the demand of many in-house teams who are encouraging firms more and more to look at their relationship beyond the billable hour and make sure they're investing in value-added services for the clients. That's what this does.