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# Troutman Pepper Launches Client Service Program

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[Daniel P. Pulka](#)

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Dan Pulka, chief client experience officer at Troutman Pepper, is quoted in the *Law360 Pulse* article [“Troutman Pepper Launches Client Service Program.”](#)

“Clients are increasingly focused on the concept of value,” Troutman Pepper’s chief client experience officer Dan Pulka told *Law360* on Thursday. “The growth in legal ops functions and clients’ focus on fees also has increased pressure for outside firms to provide value.”

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“Our firm has done a lot of interesting, impactful and innovative work to benefit clients, and we wanted to bring it under one umbrella so existing and prospective clients could better understand what’s possible and how we can make their lives easier,” Pulka said.

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“By involving the client directly in building the solution, they have more skin in the game, which drives adoption,” Pulka said. “And we’re able to build something that is more tailored to their needs because they helped us build it.”