



**Eva Tomášková**  
eva.tomaskova@law.muni.cz

Marketing for Lawyers  
**Expectation of clients**



# Customers want

- if we compare customers from twenty years ago to customers nowadays, we'll find that today, customers want more.
- Customers want:
  - faster service,
  - more convenient service,
  - more flexibility in things like payment plans and options,
  - less time waiting in lines,
  - their problems solved almost immediately.



# Expectations x wants

- Wants – customer want to solve his problem
- Expectations are formed from customer experience in the marketplace.



# Question

- What expectations are you from the standing in the Czech Republic?
- Are you satisfied?

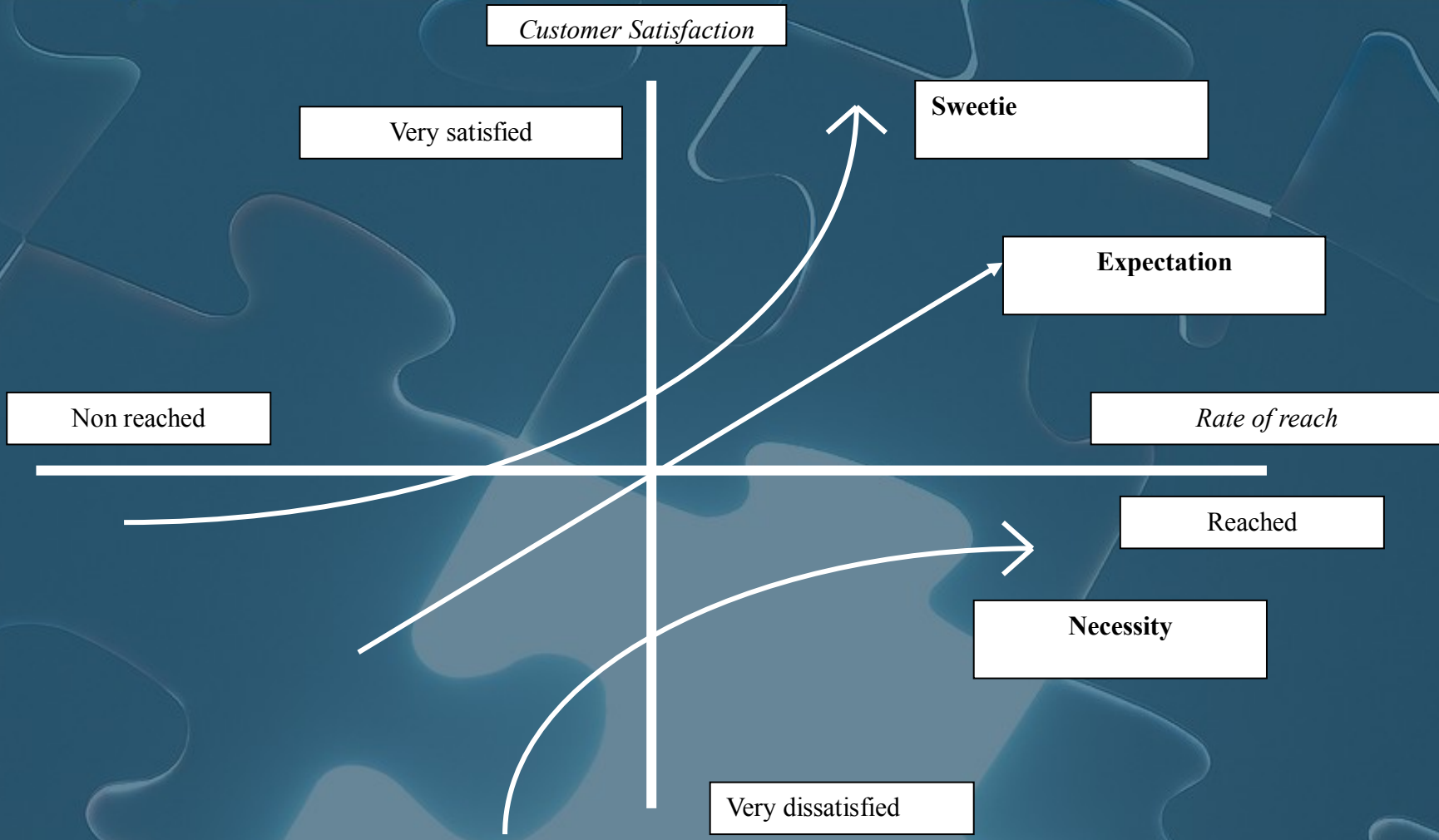


# Expectations

- Past experiences
- Word of mouth
- Customers needs and wants
- Risk perceived
- Price



# Kano model





# Task

- Describe your experiences about customer satisfaction. Present necessity, expectation and sweetie on a product.
- What could be necessity, expectation and sweetie at offering of legal services?



# Perceptions

- Informed by total experienced
  - Aspect that can be managed by a company:
    - Offerings
    - Service delivery
    - Appropriate arousal level
    - Cost
  - Aspect that can be influenced by a company:
    - Customers' needs met in the company
    - Importance of the experience to the customers
    - The amount of risk the customer perceives is involved
  - Aspects that cannot be influenced by a company:
    - Pre-experience events (e.g. Transport)
    - Customers' mood
    - Companions (e.g. Argumentative)
    - Post-experience events (e.g. Meal in restaurant on the way home)





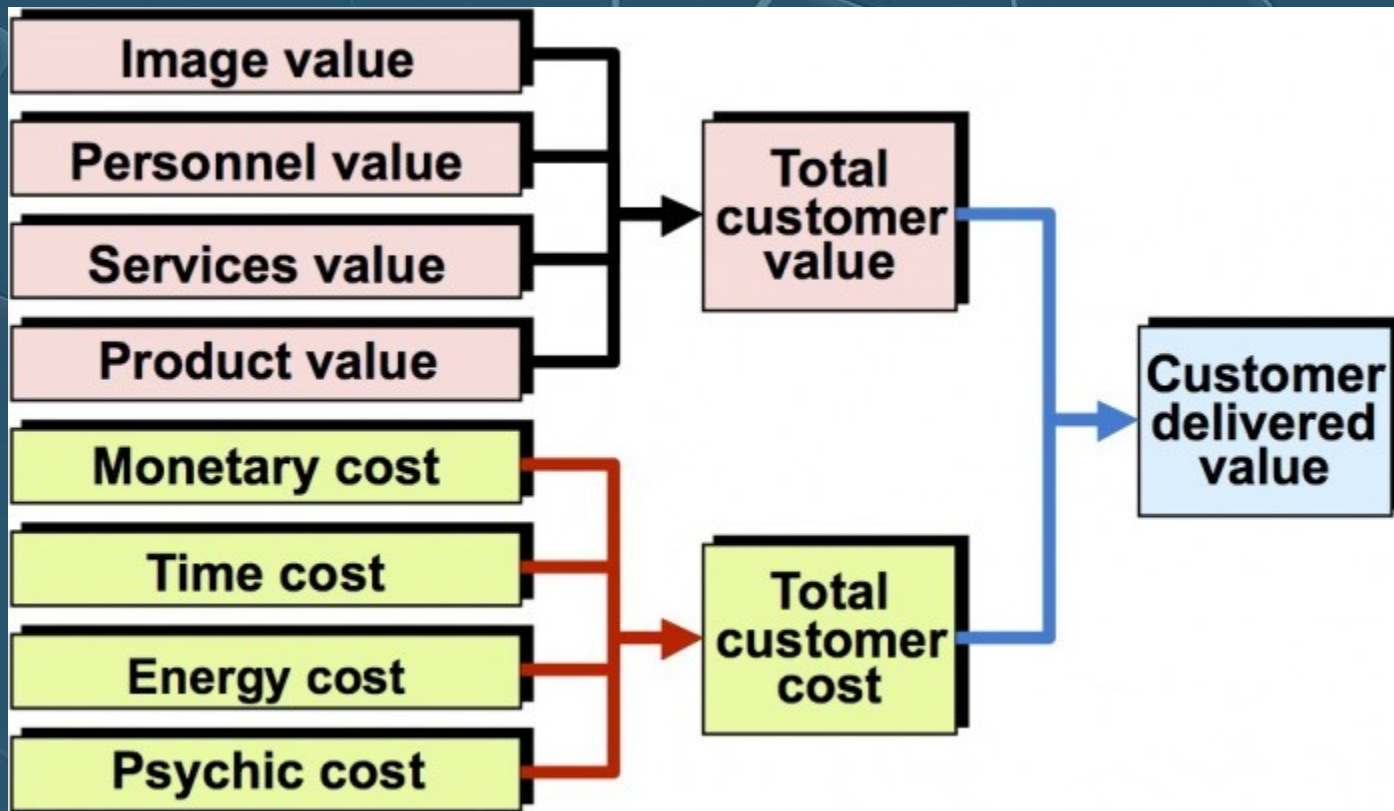
# Customer Value

## Customer Value:

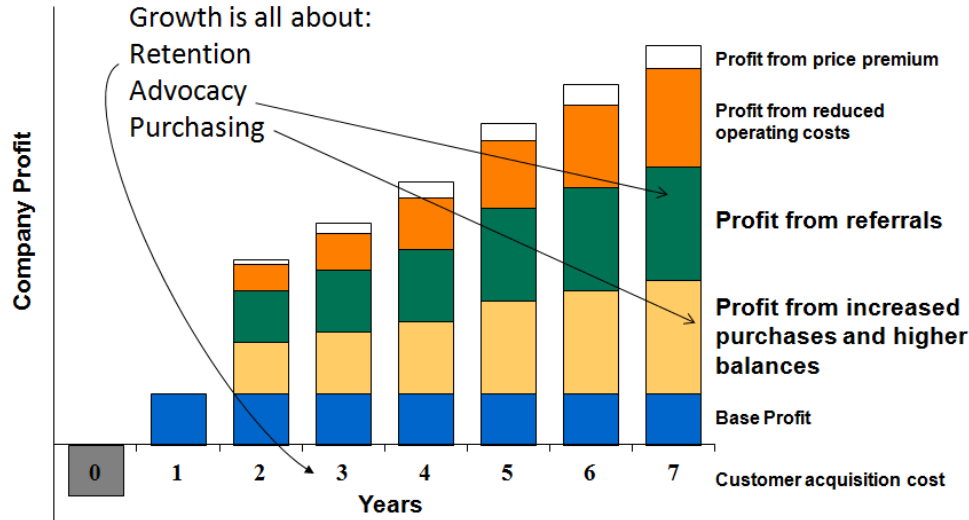
- Product elements
  - Quality
  - Price
  - Time
  - Innovation
- Emotional elements
  - Customer Relationship
  - Customer Services
  - Image of the company



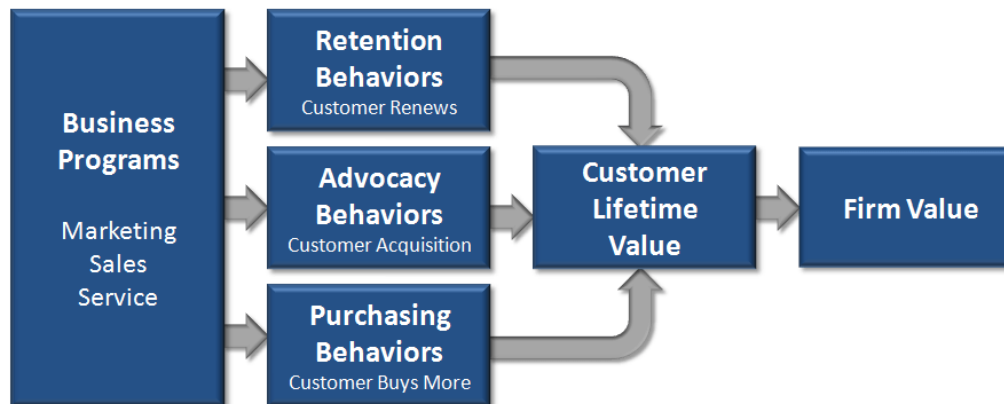
# Customer delivered value



# Company Growth Depends on Three Types of Customer Loyalty Behaviors



Frederick Reichheld. *The Loyalty Effect*. Harvard Business School Press, 1996



Based on the article by Gupta, et al. (2006). Modeling customer lifetime value. *Journal of Service Research*, 9(2), 139-155.



# Barriers of customer orientation

- little emphasis on customers
- unsuitable corporate culture
- attitude of employees
- organizational barriers
- no offer of customer services
- barriers in communication



# Conclusion

- Explain Kano model.
- What customer value involves?



# Promotion - spots

- <https://www.ispot.tv/ad/7IvZ/lawyers-group-been-hurt?autoplay=1>
- <https://www.ispot.tv/ad/w6vB/1-800-law-firm-mesothelioma?autoplay=1>
- <https://www.ispot.tv/ad/7Jf3/avvo-when-you-need-a-lawyer?autoplay=1>
- <https://www.ispot.tv/ad/wyl4/legal-help-center-listen-up>
- <https://www.youtube.com/watch?v=EWNsC519wjw>
- <https://www.youtube.com/watch?v=6TGH-5Nhyak>
- [https://www.youtube.com/watch?v=Hr5\\_Me06z5g](https://www.youtube.com/watch?v=Hr5_Me06z5g)



# Task for next lesson

- Choose from Internet the best one spot for legal services (law company).