

**ILTA Conference, August 2012**  
**Client-facing KM: What Clients Really Want**

***Some Ideas on What Clients Want from KM at Law Firms***

Precedents

- Model precedents and checklists that are maintained
- Free review of client's precedents and checklists – particularly information on what industry standard is

Current Awareness

- Customized legal updates for them or their industry. Consider how your attorneys stay up to date on changes in the law or industry practice. Can this be leveraged for some of your clients?
- Alerts about changes in legislation relevant to them. Consider customized updates summarizing changes and/or a quick alert regarding changes in particular legislation relevant to the client.

Technology Implementation Best Practices

- Many clients' in-house legal groups use the same technology as their law firm. If your firm has updated or implemented a system with KM support on change management, lessons learned, best practices, share those with your clients.

Professional Development

- Partner with the PD team to provide clients with customized training opportunities to help in-house clients meet MCLE requirements, particularly through the web or on hosted extranets so clients can access them when they want them.

KM Strategy

- Help clients develop their own km strategies.

Matter Management

- Develop systems to enable clients to monitor their matters with the firm.

On-line Legal Advice

- Develop on-line systems to enable clients to get quick access to legal information on basic topics.

***How To Get Started***

- All of the above can be done on a small or large scale, for one client or for all clients, using basic (or no) technology or using sophisticated technology. Start small. Identify a couple of opportunities/initiatives for one or two clients.
- Identify a partner who might sponsor an initiative
- Work with Client Development to identify significant clients and opportunities