

GLOBALIZATION

The QUEST for SEAMLESS SERVICE



CHALLENGER STRATEGIES:

PROACTIVE
COMPETITIVE
DISRUPTION

INDIRECT ATTACK

DIRECT ATTACK

Stealth Moves

Door Crashers

Barrier Removers

Unique Offerings

REACTIVE
MARKET-
DRIVER



WHAT LAW FIRMS ASSERT:

*The highest quality work - across our global practice. Our longstanding experience as a leading law firm, combined with our extensive geographical coverage and well-balanced practice, means that we are well placed to offer a **seamless legal service** to our clients.*

Clifford Chance

*The firm has close working relationships with leading independent law firms around the world which enable it to provide clients with a first class and **seamless legal service** worldwide.*

Slaughter and May



WHAT LAW FIRMS ASSERT:

*In undertaking assignments, we deal with and instruct only those firms with whom we have worked previously and who have an established reputation. These relationships enable the firm to provide clients with a **seamless legal service** throughout Asia and beyond.*

Robert Wang Solicitors – China

*Frost Brown Todd LLC and Wahlert Rechtsanw are proud to announce their strategic US - German alliance, which creates **seamless legal service** for U.S. companies doing business in Europe.”*

Frost Brown Todd – U.S.



WHAT LAW FIRMS ASSERT:

*We operate our foreign offices with a team of well-experienced local lawyers and ex-pats with sound expertise in international business. Thus, we are in a position to provide our clients with **seamless legal service** of the same high calibre they are accustomed to and expect from our firm in these jurisdictions.*

Schönherr – Austria

*Our professional practice encompasses virtually every sector of business, industry and government. Our goal is to provide an innovative approach and **seamless legal service** to our clients, nationally and internationally.*

Bennett Jones - Canada



WHAT CLIENTS WANT:

- **CONTROL**
- **COORDINATION**
- **CONSISTENCY**



WHAT CLIENTS EXPERIENCE:

*I found myself working with lawyers from three offices of this firm, where some of these lawyers had clearly never met before and had strikingly **different approaches**.*

*I've used several of their offices and have found the quality to be **hit-and-miss**. These lawyers need to be better at coordinating litigation work.*

*They're an international firm. I use them occasionally. One of our people used them in London. The company had a **bad experience**, so we limit where and when we use them.*



CROSS-CULTURAL PRACTICE CUSTOMS:

- **Observance of Foreign Courtesies**

Use of academic titles / deference: seniority or age

- **Communications**

Home office / local subsidiaries / third-party professionals or business services

Point of contact / direct or through intermediaries

- **Invoicing**

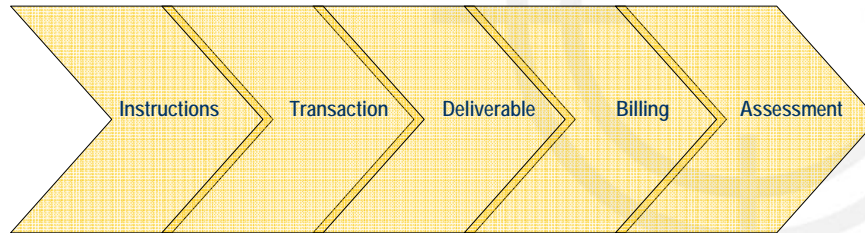
Frequency / detail / reimbursable expenses

- **Responsiveness**

24/7 availability



ENGAGEMENT MANAGEMENT AND CLIENT SERVICE:



Legal Services - Client Value Chain:

“What actions can we take to provide an experience that will
raise and redefine our client’s future expectations?”



SEAMLESS SERVICE OPTIONS:

Non-negotiable Client-Specific Service Standards

Internally Imposed Quality Standards

- Example: Baker & McKenzie Quality Audit Process

Externally Imposed Quality Standards

- Example: ISO 9001 - Australian and New Zealand firms

Practice Group Coordination



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Edge International is a management consultancy with partners resident in the United States, United Kingdom, South Africa, Germany, Canada, and the British West Indies; and an acknowledged leader in providing sophisticated strategic advice to law firms worldwide.

