

# Foreword

It is a pleasure to welcome you to the third edition of this special International Law Office (ILO) publication on client care. The supplement is based on detailed research conducted for the ILO Client Choice Awards, the winners of which were announced in October 2007.

Launched in 1998, ILO is one of the leading legal update services for major companies worldwide. With over 34,000 subscribers, it is a key portal through which law firms can communicate with clients. Recognized for the pre-eminent service it provides, ILO became the Official Online Media Partner to the International Bar Association in 2002, an International Online Media Partner to the Association of Corporate Counsel in 2005 and European Online Media Partner to the European Company Lawyers Association in 2006.

ILO launched the Client Choice Awards to identify those law firms that stand apart for the excellent client care they provide. To select the award winners, the research process focused on law firms' ability to add real value to their clients' businesses. The shortlist was generated from an independent ILO subscriber survey of corporate counsel only, which received over 1,300 responses, as well as additional research and detailed interviews conducted by an in-house ILO team. Firms were assessed on a range of criteria: quality of legal advice; value for money; commercial awareness; effective communication; billing transparency; tailored fee structures; depth of team; response time; sharing of expertise; and use of technology. Winners were identified for 46 jurisdictions.

Today's law firms are increasingly aware that as the sophistication of their clients grows, so too does the importance of a holistic commitment to excellence, and client care is thus becoming an integral part of their offering. As our winning firms have already cracked the secrets of stellar client service, we asked some of them to share their insight in this guide. The diversity of styles and approaches profiled makes for very interesting reading.

We are grateful to all the corporate counsel and law firms that gave so generously of their time in helping us to produce this publication. Without their expertise and insight, the whole project would not have been possible.

**Carolyn Boyle**  
Editor