

## Customer Value Lifecycle:

Customer service is key when comparing technology vendors.

We performed an industry survey asking leaders in corporate legal and insurance claims departments about the importance of customer service when choosing a technology partner.

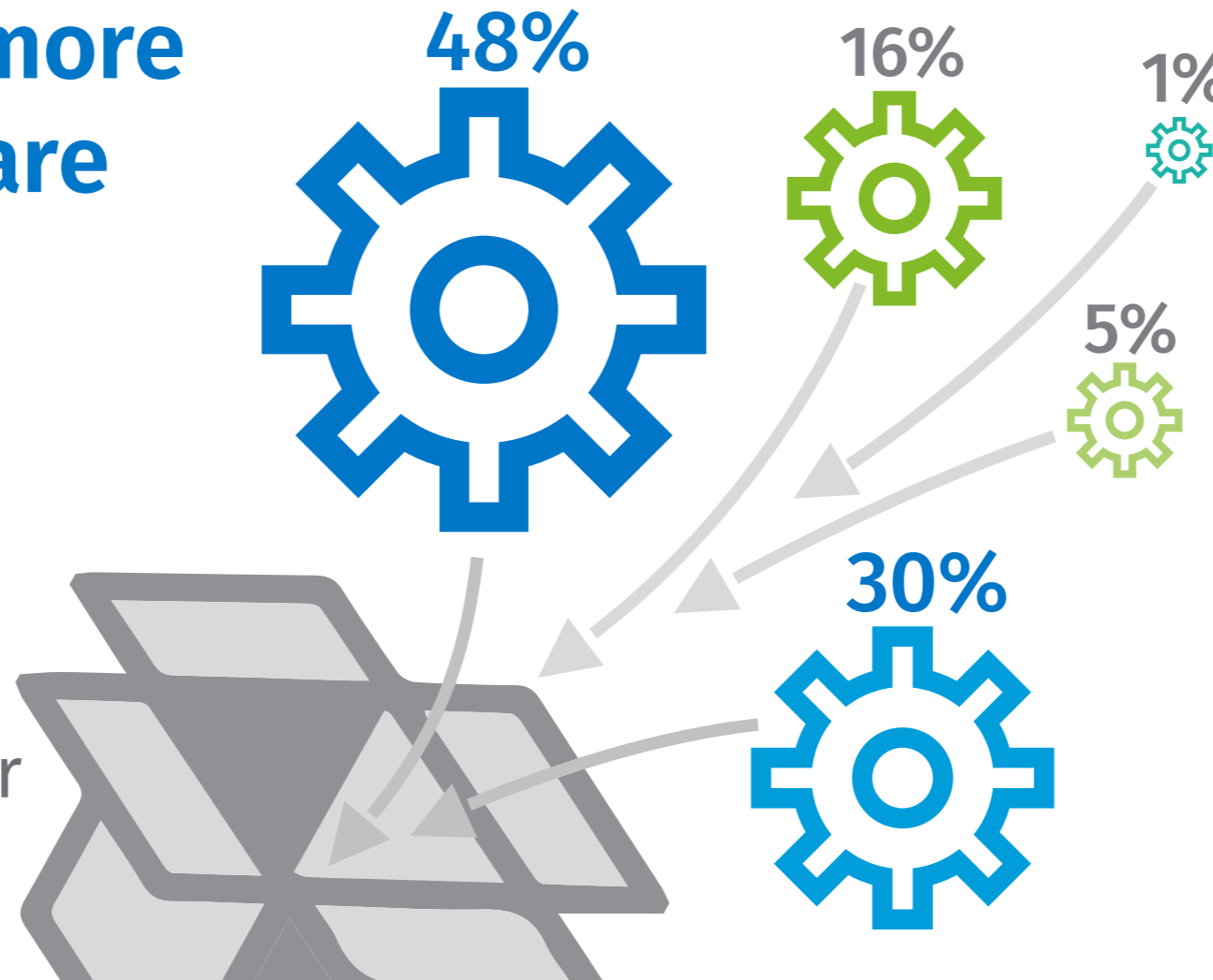
**IMPLEMENT**  
SmartLAUNCH & Firm Onboarding



## Let the numbers speak for themselves.

### Customers want more than just a software vendor.

78% say that a technology provider's complete suite of services is important or very important to their tech buying decision.



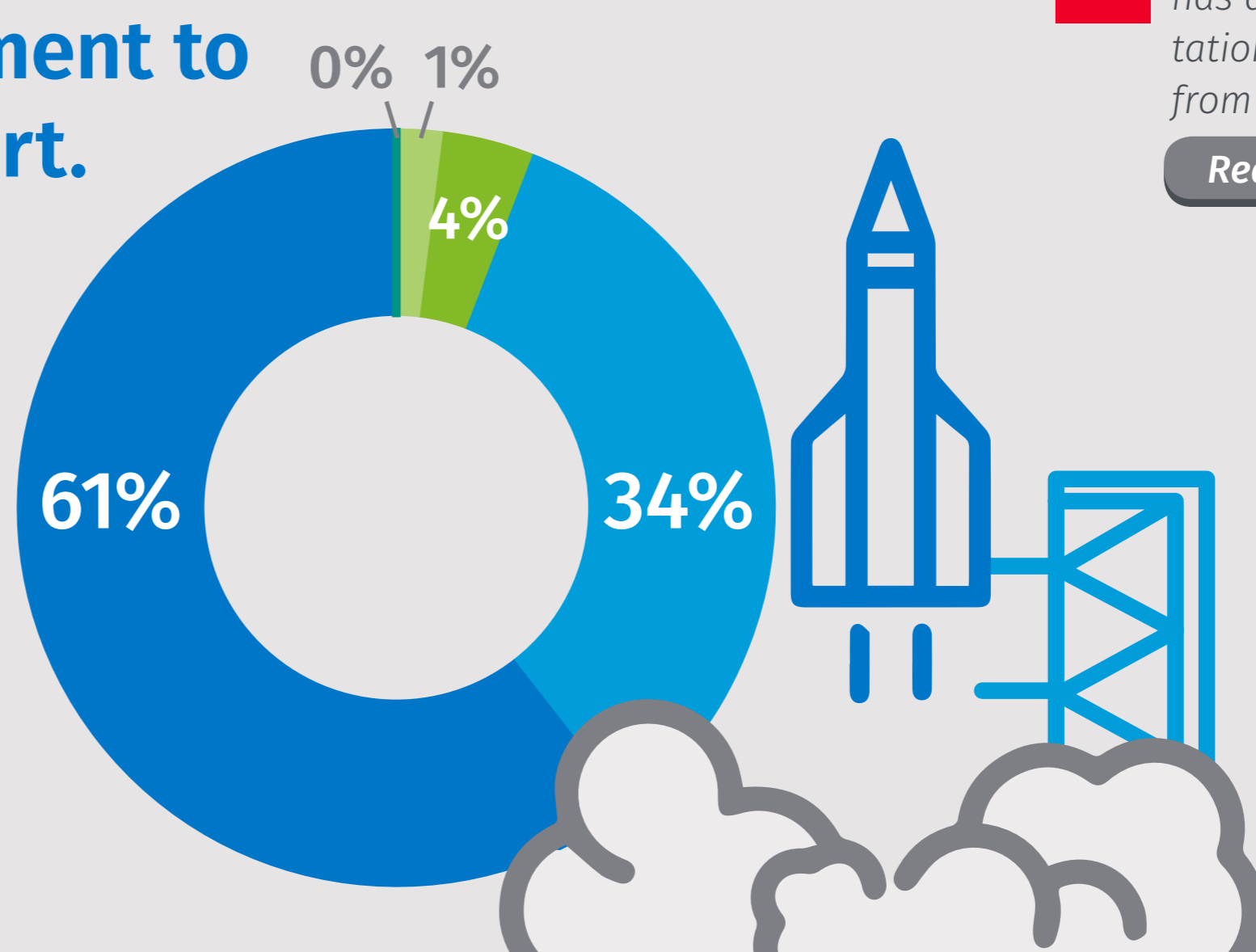
**TIP** It's more than just technology. A legal operations partner should stay with you for the long haul.

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Very Important  
Important  
Moderately Important  
Of Little Importance  
Unimportant

### Customers want their technology engagement to go well from the start.

95% believe implementation services are important or very important.



**TIP** Ensure your vendor has an implementation approach from the start.

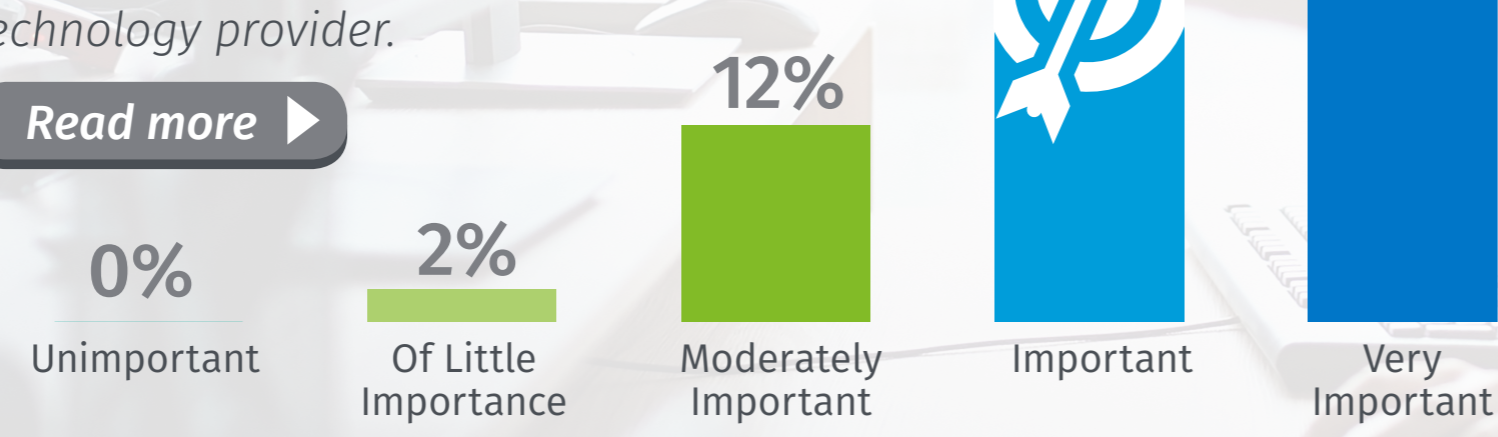
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## Prioritize vendors with strong training programs.

86% say that training offerings are important or very important to their buying decisions.

**TIP** Make sure you get the right training program from your technology provider.

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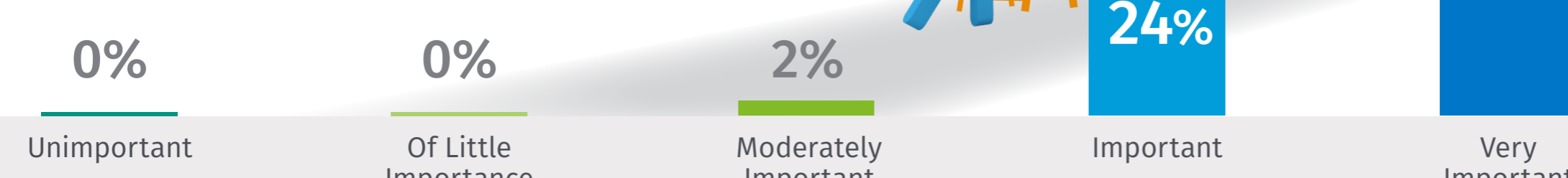


### Vendors need to ensure their users will be supported over the long term.

98% see a tech provider's customer support as either important or very important.

**TIP** Review your vendor's customer support plan.

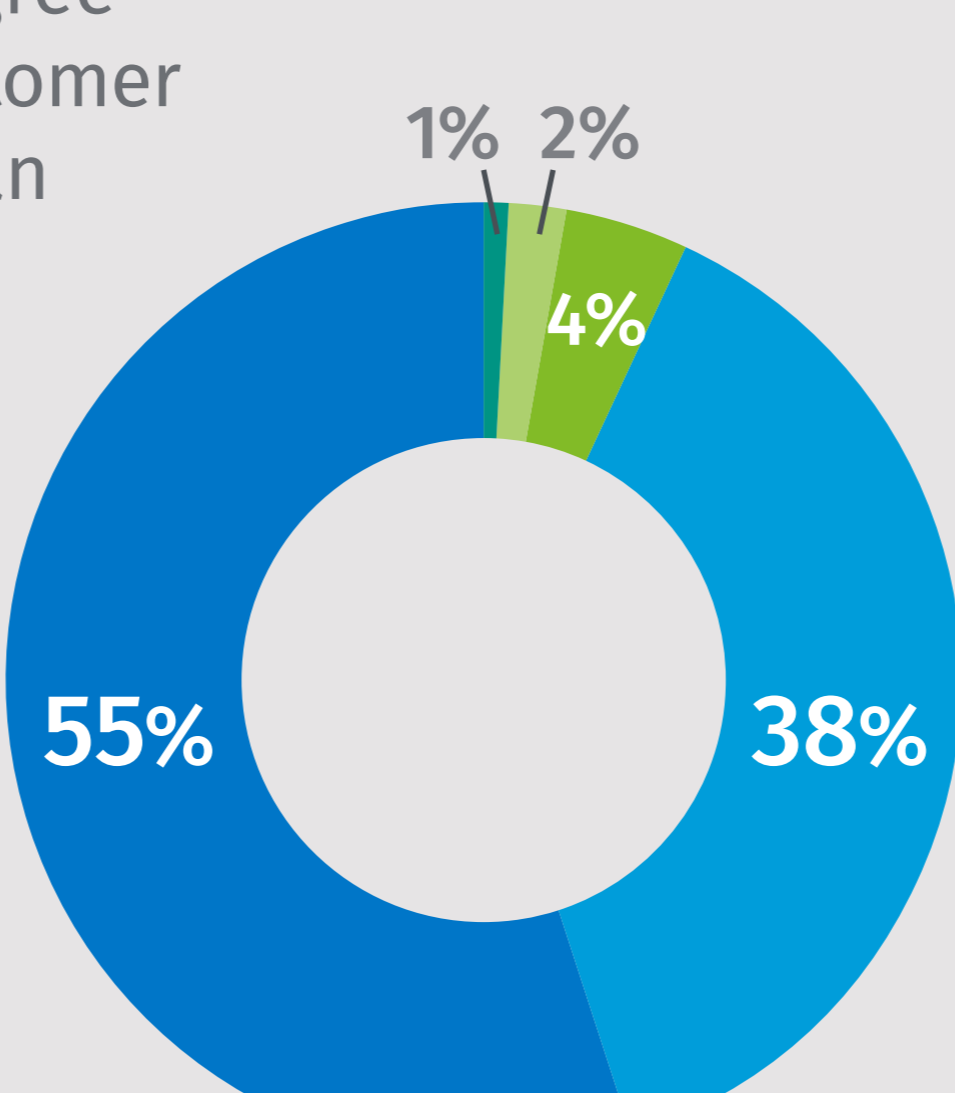
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## A vendor's reputation factors in the buying decision.

93% agree or strongly agree that a tech provider's customer experience reputation is an important factor in their tech buying decisions.

**TIP** Look for vendor's outside recognition history as another form of validation.



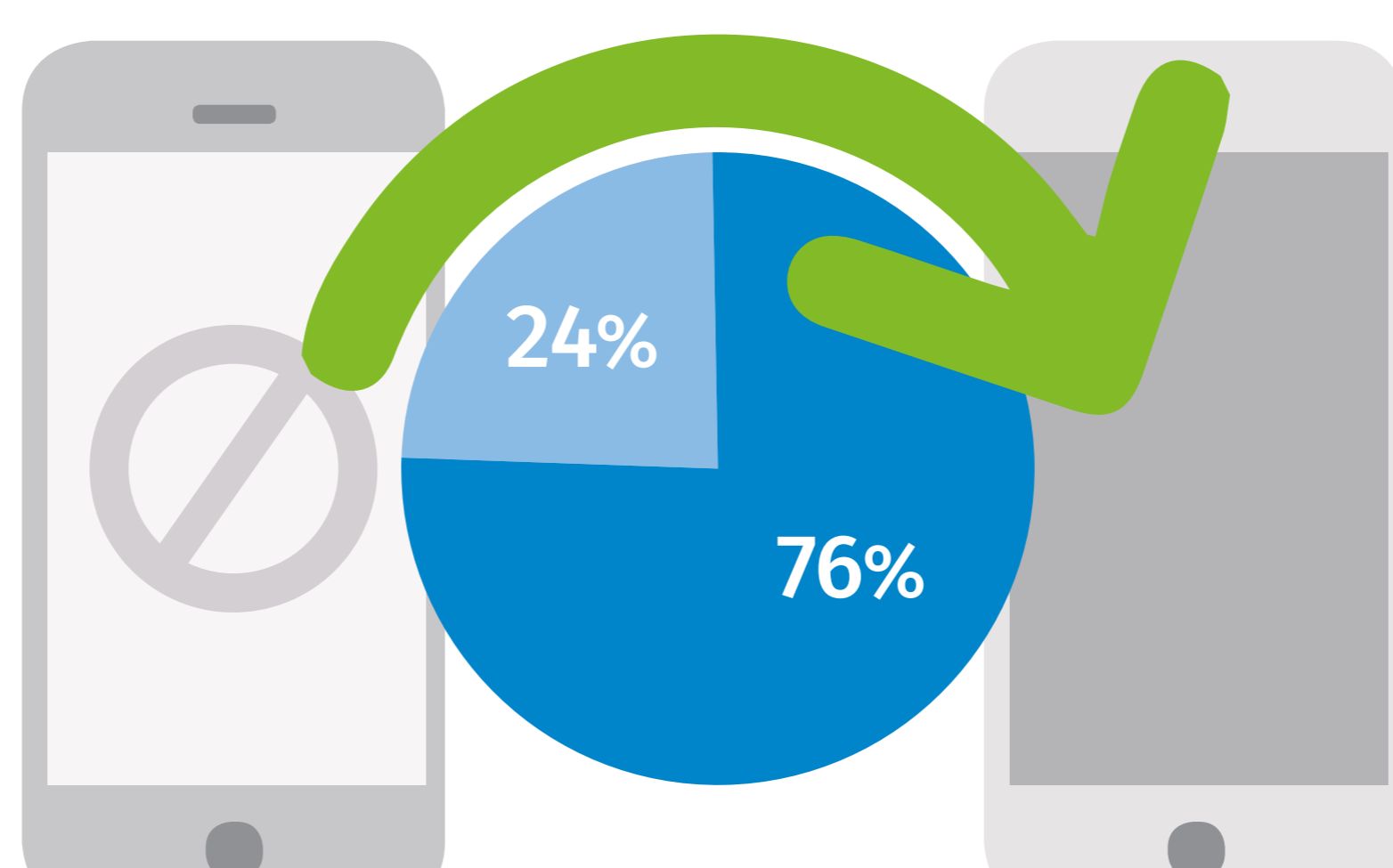
Strongly Agree  
Agree  
Undecided  
Disagree  
Strongly Disagree

### Clients would rather change technology than accept a negative service experience.

76% have abandoned a technology investment and looked for another provider due to poor customer experience.

**TIP** Make sure you understand a vendor's commitment to customer experience.

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### Customers don't advocate for vendors that deliver subpar service.

83% say their customer service experience with a technology provider is important or very important when determining whether to act as an advocate for that company.

**TIP** Vendors who aren't providing a good customer experience are risking advocacy.



## Conclusions

Corporate legal and claims departments want technology providers to demonstrate a commitment to ongoing, long-term partnership. They seek providers that support success, as defined by the customer, at every phase. Customers expect their technology providers to:

- Provide good service as early as the buying cycle.
- Implement technology quickly and deliver value right away.
- Partner with and support the customer throughout their engagement, even years after implementation.