# CUSTOMER EXPERIENCE AND LEGALTECH: A NECESSARY MARRIAGE?

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#HACKTHEJUSTICE
#ESLEGALDESIGN
#INNOTECH

# LEGAL TECH: A FAST GROWING SECTOR

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Professional directories; machine-learning based solutions; tools for judicial results' prediction; tools that review documents for due diligence purposes; etc.

There are all tools of great interest, undoubtedly, but the question is: does this technological supply really respond to the main, real needs of demand?

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# NO, or at least not always

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# Lack of an in-depth analysis of the needs of Legal Tech's demand.

# OUR DEFINITION FOR LEGALTECH

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Technology where the legal component is the most relevant and the one that justifies the USP or unique value proposal of the software.

Legal component = client/nature of the service offered.

# BY WHOM IS LEGALTECH BEING MADE TODAY

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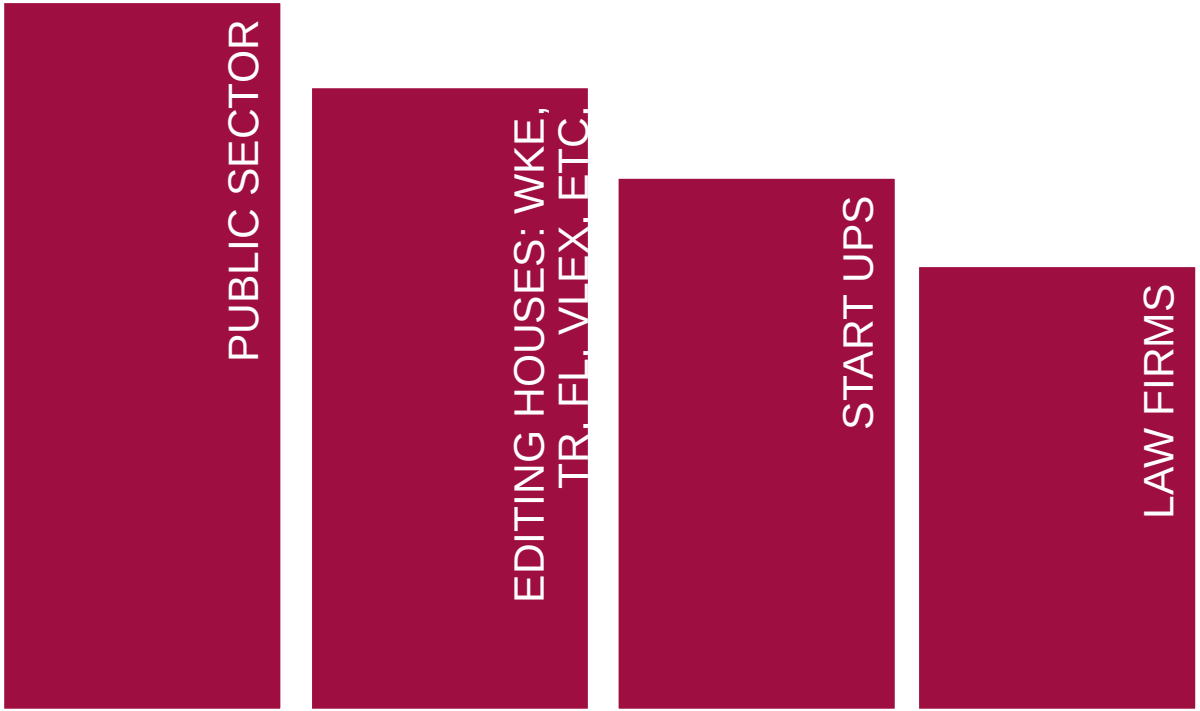

# MAIN CATEGORIES OF LEGALTECH CLIENTS

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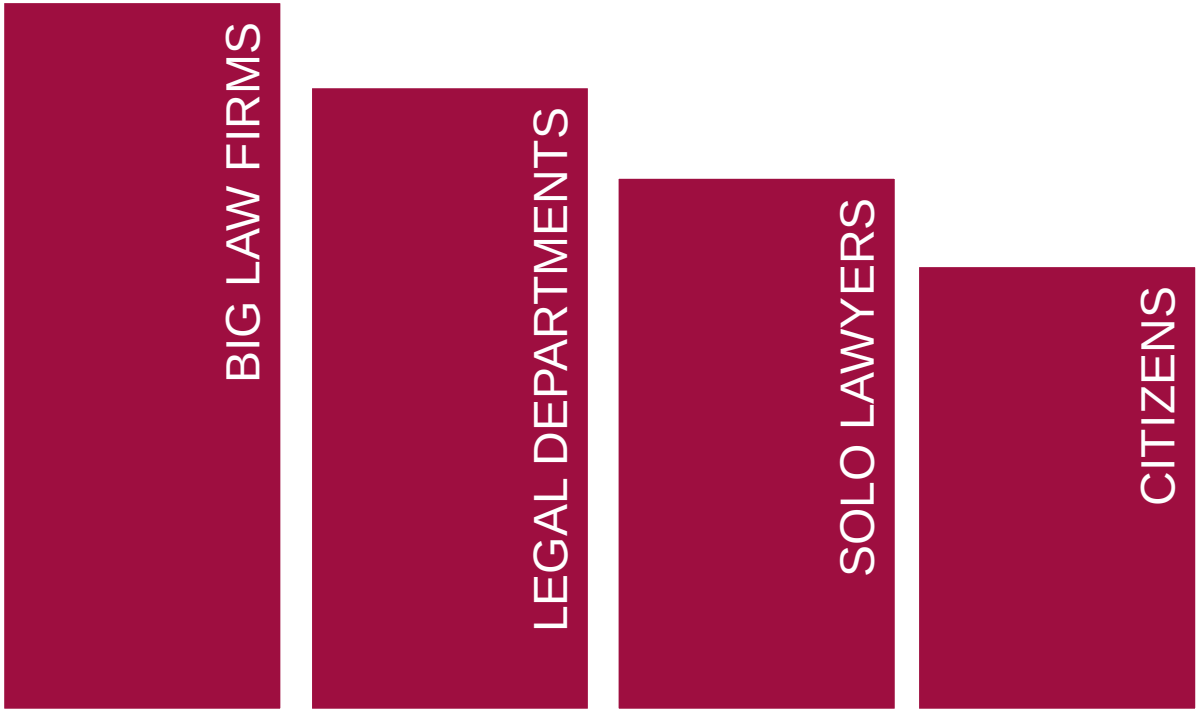

# TWO CATEGORIES OF CUSTOMERS FOR LEGALTECH

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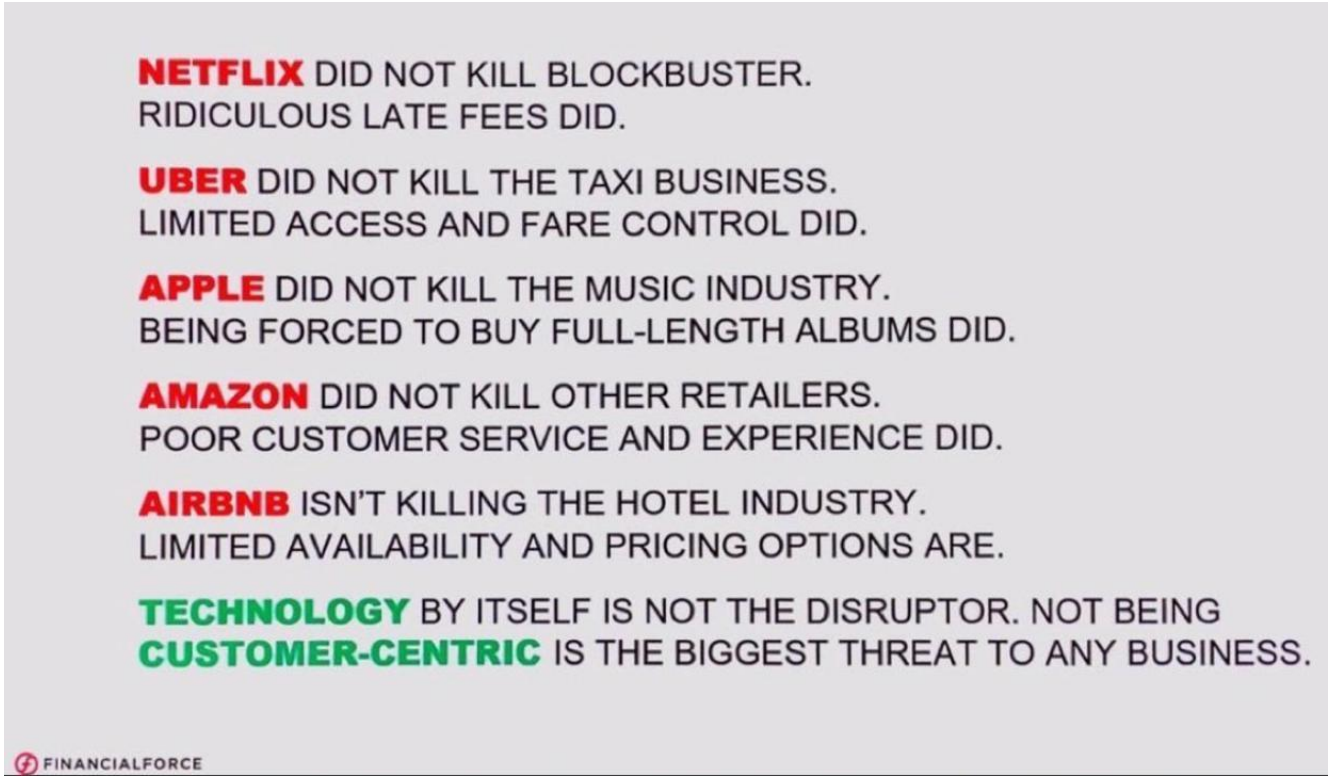
Legal professionals

Non legal professionals


**NETFLIX** DID NOT KILL BLOCKBUSTER.
RIDICULOUS LATE FEES DID.
**UBER** DID NOT KILL THE TAXI BUSINESS.
LIMITED ACCESS AND FARE CONTROL DID.
**APPLE** DID NOT KILL THE MUSIC INDUSTRY.
BEING FORCED TO BUY FULL-LENGTH ALBUMS DID.
**AMAZON** DID NOT KILL OTHER RETAILERS.
POOR CUSTOMER SERVICE AND EXPERIENCE DID.
**AIRBNB** ISN'T KILLING THE HOTEL INDUSTRY.
LIMITED AVAILABILITY AND PRICING OPTIONS ARE.
**TECHNOLOGY** BY ITSELF IS NOT THE DISRUPTOR. NOT BEING
**CUSTOMER-CENTRIC** IS THE BIGGEST THREAT TO ANY BUSINESS.
FINANCIALFORCE

# ARE CITIZENS' NEEDS SATISFIED BY LEGALTECH?

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1. Innovation strategies in Justice lack in general a holistic and ambitious approach, that establishes investment priorities in the bottlenecks and try to solve the most relevant citizens' problems.
2. Inventories of Legal Tech tools are missing and there are duplications in developments.
3. UX test for Public Legal Tech do in general not exist.

# ARE LAWYERS' NEEDS SATISFIED BY LEGAL TECH?

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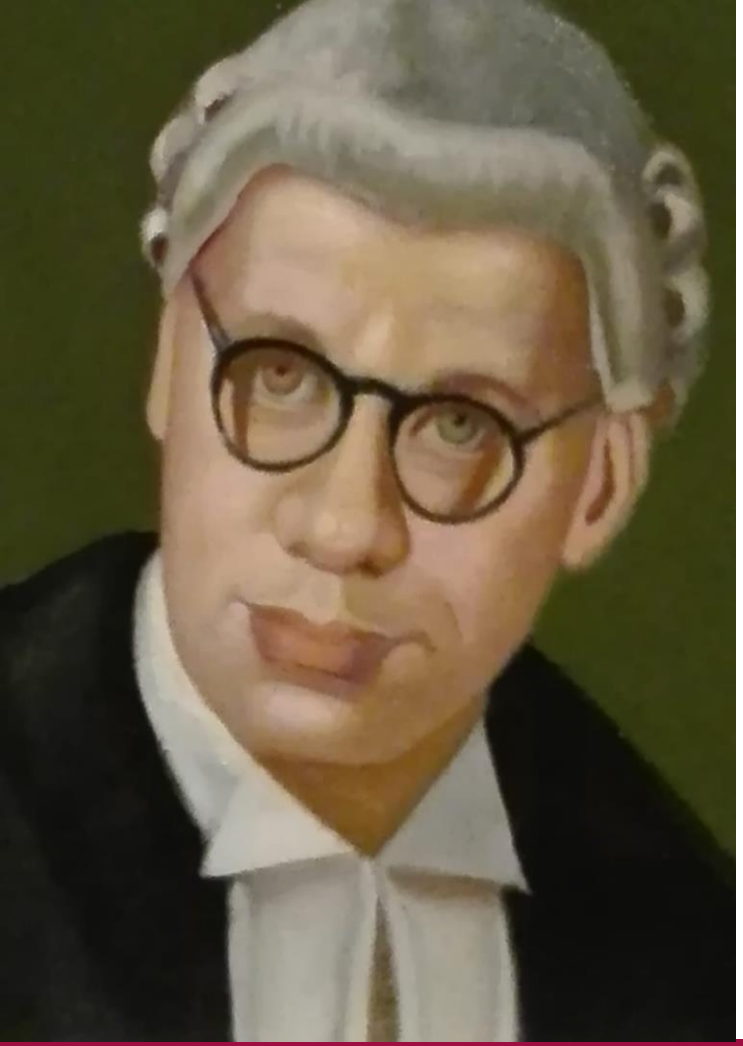
1. The real needs of the solo lawyers (those who make the majority) are unattended.
2. Unstable tools are being sold, without properly informing clients of this status (Beta versions).
3. UX tests are also missing in this Legal Tech developments.



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Two new roles for legal professionals:

1. When building legaltech for their clients: they have to invest in order to understand their needs/insights.
2. They ougth to inform Legal Tech suppliers of their own requirements and tastes, so that they get products that are really adapted to their professional needs.

# LEGAL CX: WHAT IS IT?

BE ABLE TO FIND THE RIGHT GLASSES TO SEE AND SATISFY CONSUMERS/CLIENTS EXPECTATIONS, NEEDS AND WISHES

# FACTORS THAT DETERMINE CLIENTS PROFILES

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- Age
- Sex
- Level of Education
- Level of Experience
- Motivation
- Cognitive style

# MEASURING EXPERIENCE

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| INTELECTUAL EXPERIENCE | EMOTIONAL EXPERIENCE | ESTHETIC EXPERIENCE |
|---|---|---|
| | | |
| | | |
| | | |

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# HOW DO WE DO IT? TOOLS/TECHNIQUES

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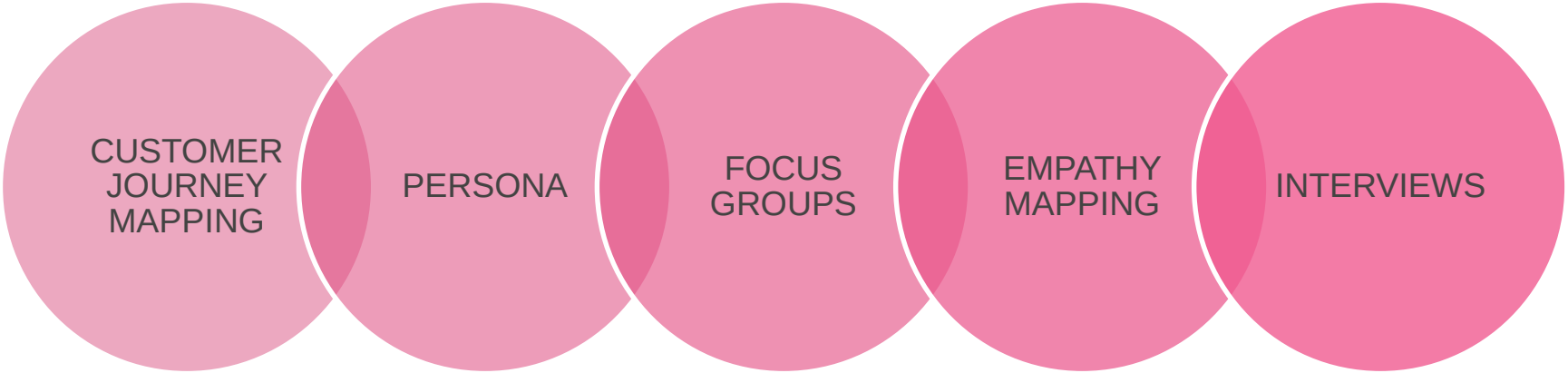

# EMPATHY MAPPING

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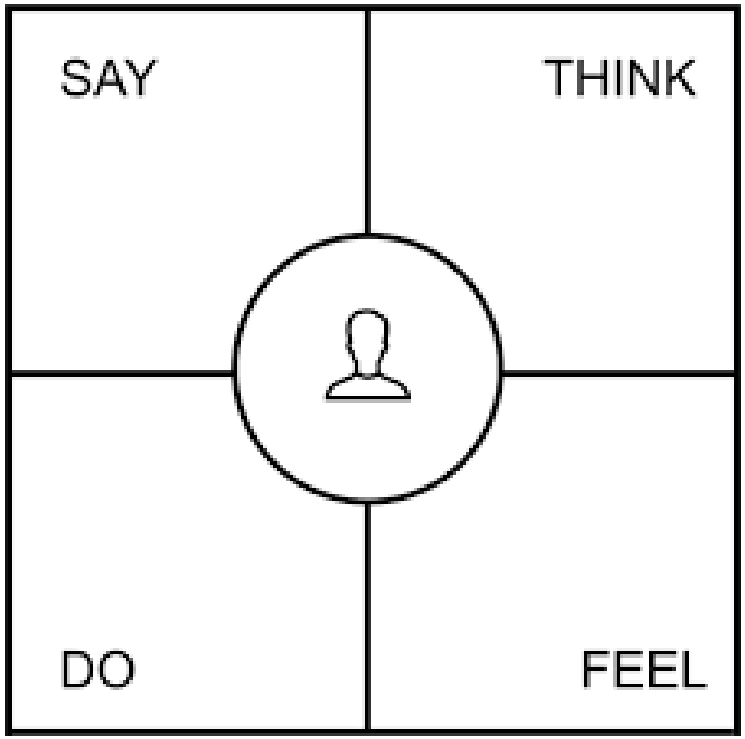
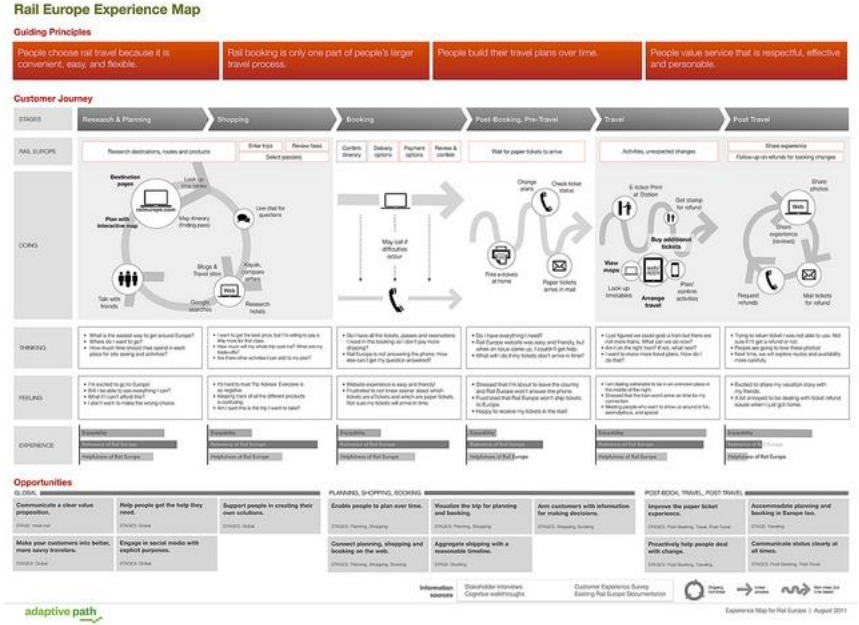


# CUSTOMER JOURNEY



# FOCUS GROUPS

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# INTERVIEWS

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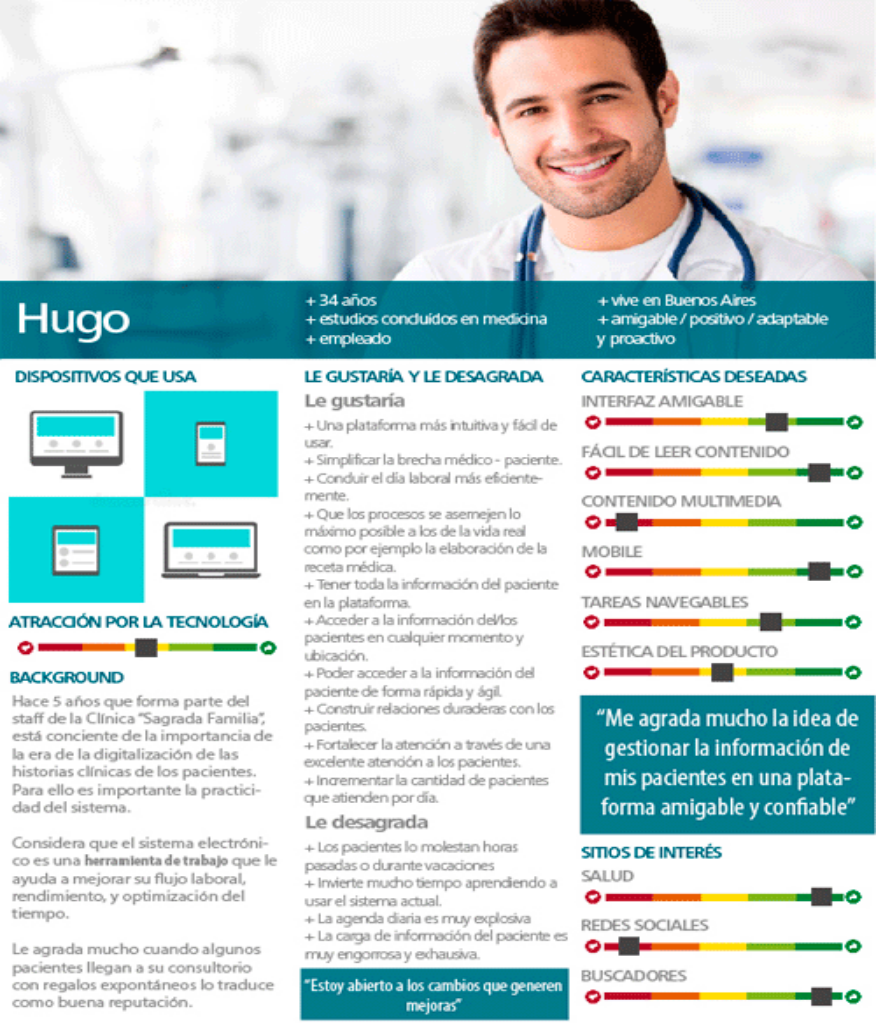
# PERSONA

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# FINAL CONCLUSIONS

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The Legal Tech sector is growing very fast.

We account every month several new legal tech development projects.

The challenge is: whether they respond to real demand for technology and if they do, if their functionalities and usability match customer requirements.

We believe that often Legal Tech is not sufficiently customer centric.

Legal Tech clients and users: Citizens and legal professionals are not being sufficiently listened to by the industry.

Legal Tech developers need to invest in customer experience in order to succeed.

Legal Design Thinking is the discipline that could help to tackle this situation.

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# THANK YOU

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