

BTI Most Recommended Law Firms

The Firms Corporate Counsel Recommend



2015

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Legal Decision Makers Rank Law Firms

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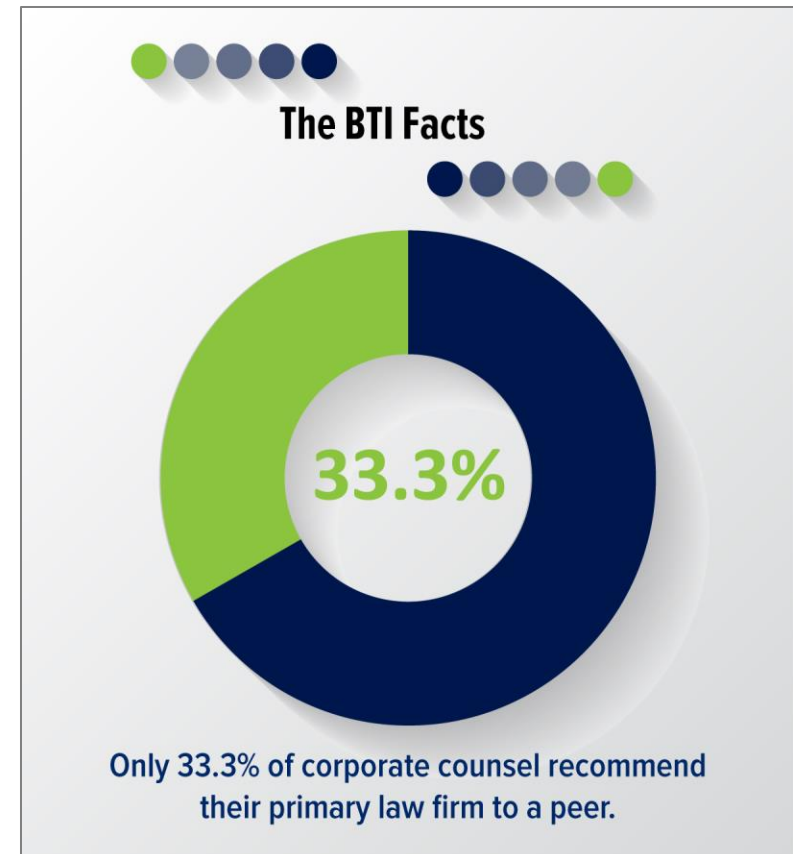
LEGAL DECISION MAKERS RANK LAW FIRMS: RECOMMENDED FIRMS

Only 33.3% of corporate counsel recommend their primary law firm to a peer—a substantial drop from the 40.1% who recommended their primary law firms last year. This marks the second biggest drop in 15 years. Credit one reason—The Client Expectation Gap.

Whatever you just did, no matter how great or unexpected, your client will treat this as your new minimum performance standard. Clients are not ungrateful; they want to improve their own performance and are under intense pressure to do so. You are a key part of this equation.

The better your client service the better your client performs. The best client service creates time and knowledge for clients. So client expectations of you and your firm just grow and grow because your clients never have enough time or knowledge. The Client Expectation Gap appears when a firm falls short of these ever-increasing expectations.

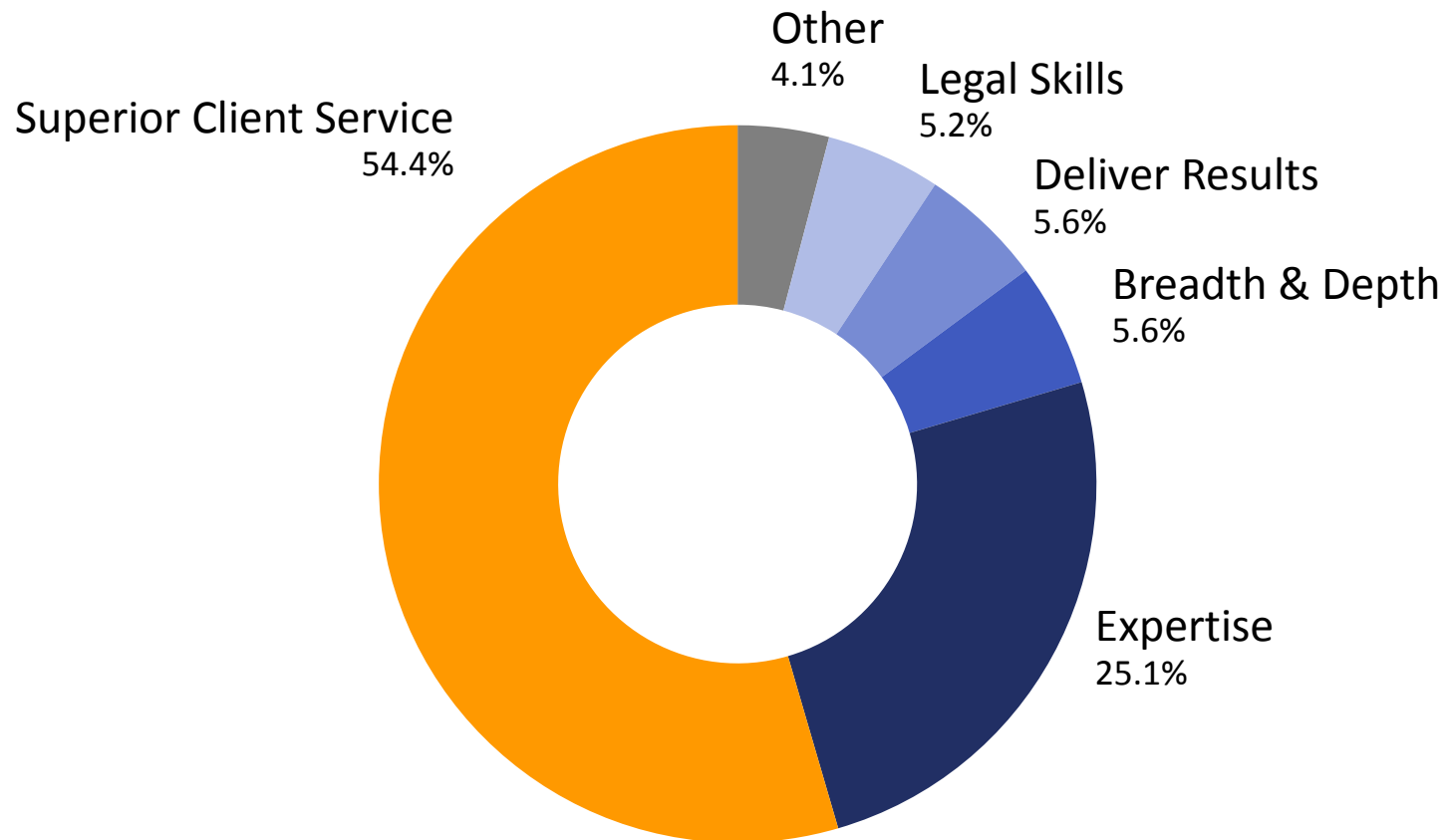
Each year the acts of client service change—gaining in value and sophistication and becoming a little harder to replicate. And every year, a group of law firms figures out how to up their game, leap frog clients expectations and leave the other law firms behind. More importantly, these acts of client service differentiate these firms on a continuing basis—providing more firepower in a world where the winners will eventually take all.



*See Page 3 for why corporate counsel recommend law firms

CLIENT SERVICE DRIVES CORPORATE COUNSEL TO RECOMMEND A LAW FIRM

Why would you recommend the law firm you named to your peer?



LEGAL DECISION MAKERS RANK LAW FIRMS: RECOMMENDED FIRMS

LAW FIRMS RECOMMENDED BY LEGAL DECISION MAKERS 5 YEARS IN A ROW

<i>ALSTON & BIRD</i>	<i>MAYER BROWN</i>
<i>BAKER & MCKENZIE</i>	<i>MCGUIREWOODS</i>
<i>BRYAN CAVE</i>	<i>MORGAN LEWIS</i>
<i>DLA PIPER</i>	<i>MORRISON & FOERSTER</i>
<i>FOLEY & LARDNER</i>	OGLETREE, DEAKINS, NASH, SMOAK & STEWART
<i>HOGAN LOVELLS</i>	PILLSBURY WINTHROP SHAW PITTMAN
<i>HOLLAND & HART</i>	ROPES & GRAY
<i>HOLLAND & KNIGHT</i>	<i>SIDLEY AUSTIN</i>
<i>JACKSON LEWIS</i>	SQUIRE PATTON BOGGS
<i>JONES DAY</i>	SULLIVAN & CROMWELL
<i>K&L GATES</i>	THOMPSON COBURN
<i>KIRKLAND & ELLIS</i>	TROUTMAN SANDERS
<i>LATHAM & WATKINS</i>	

We congratulate the 25 law firms recommended by corporate counsel—in an unprompted manner—for 5 years in a row.

These are the firms—out of the 650 core law firms serving large and Fortune 1000 clients—corporate counsel are willing to bet their reputation on and recommend to their peers.

We note more law firms are recommended for 5 years in a row than are recommended for 4 or 3 years in a row. This suggests the 5-year recommended firms have instilled a cultural advantage when it comes to the superior client service required to earn a client's unprompted recommendation.

*BTI Note: The italicized law firms are also named to the 2015 BTI Client Service A-Team

LEGAL DECISION MAKERS RANK LAW FIRMS: RECOMMENDED FIRMS

LAW FIRMS RECOMMENDED BY LEGAL DECISION MAKERS 4 YEARS IN A ROW

CLIFFORD CHANCE	<i>REED SMITH</i>
CURTIS	SCHIFF HARDIN
DAVIS POLK & WARDWELL	<i>SEYFARTH SHAW</i>
DEBEVOISE & PLIMPTON	SHEPPARD MULLIN RICHTER & HAMPTON
DENTONS	SIMPSON THACHER & BARTLETT
FRESHFIELDS BRUCKHAUS DERINGER	<i>SKADDEN, ARPS, SLATE, MEAGHER & FLOM</i>
JENNER & BLOCK	STEPTOE & JOHNSON
KING & SPALDING	WILMERHALE
<i>LITTLER MENDELSON</i>	WOMBLE CARLYLE

Congratulations to the 18 law firms recommended by corporate counsel for 4 years in a row, and the 11 law firms recommended by corporate counsel for 3 years in a row.

Recommendations directly reflect personal standards of quality, client service and value.

LAW FIRMS RECOMMENDED BY LEGAL DECISION MAKERS 3 YEARS IN A ROW

<i>BAKERHOSTETLER</i>
CLEARY GOTTlieb STEEN & HAMILTON
DAVIS & GILBERT
DRINKER BIDDLE & REATH
DUANE MORRIS
<i>GREENBERG TRAUIG</i>
HUSCH BLACKWELL
VEDDER PRICE
VINSON & ELKINS
WILSON SONSINI GOODRICH & ROSATI
WINSTON & STRAWN

*BTI Note: The italicized law firms are also named to the 2015 BTI Client Service A-Team

LEGAL DECISION MAKERS RANK LAW FIRMS: RECOMMENDED FIRMS

LAW FIRMS RECOMMENDED BY LEGAL DECISION MAKERS 2 YEARS IN A ROW

ALLEN & OVERY	FOLEY HOAG	NYEMASTER GOODE
<i>ARNOLD & PORTER</i>	FROST BROWN TODD	OSLER, HOSKIN & HARCOURT
BAKER BOTTS	<i>GIBSON, DUNN & CRUTCHER</i>	PAUL, WEISS
BARNES & THORNBURG	GODFREY & KAHN	PEAVLER GROUP, THE
BLAKE, CASSELS & GRAYDON	HAYNES AND BOONE	PERKINS COIE
BLANK ROME	HUNTON & WILLIAMS	QUINN EMANUEL URQUHART & SULLIVAN
CALFEE	HYMAN, PHELPS & MCNAMARA	SHEARMAN & STERLING
DAVIS WRIGHT TREMAINE	KUTAK ROCK	SIMMONS & SIMMONS
DORSEY & WHITNEY	LOCKE LORD	SMITH, GAMBRELL & RUSSELL
EVERSHEDS	LOEB & LOEB	SUTHERLAND
<i>FAEGRE BAKER DANIELS</i>	MCCARTER & ENGLISH	VENABLE
FASKEN MARTINEAU	<i>MCDERMOTT WILL & EMERY</i>	WATT, TIEDER, HOFFAR & FITZGERALD
FISH & RICHARDSON	MILLER & MARTIN	WILLIAMS & CONNOLLY
FISHER & PHILLIPS	<i>NORTON ROSE FULBRIGHT</i>	WILLKIE FARR & GALLAGHER

We congratulate the 42 law firms recommended by corporate counsel for 2 years in a row. These firms are going well above the call of duty to earn a recommendation.

*BTI Note: The italicized law firms are also named to the 2015 BTI Client Service A-Team

About The BTI Consulting Group



KEY SERVICES TO HELP OUR CLIENTS

BTI PERFORMS A BROAD RANGE OF SERVICES FOR OUR CLIENTS, INCLUDING:

CUSTOM CLIENT FEEDBACK RESEARCH

CLIENT SERVICE PERFORMANCE STUDIES
CLIENT NEEDS ASSESSMENT

BUSINESS DEVELOPMENT

STRATEGIC BUSINESS PLANNING
CLIENT-FOCUSED BUSINESS PRACTICES
CUSTOM TRAINING

CLIENT INSIGHT BRIEFINGS

BTI ALSO OFFERS PRIVATE BRIEFINGS BOTH IN PERSON AND VIA THE WEB. CHOCK FULL OF CLIENT-BASED INSIGHTS, PERSPECTIVES, AND FACTS, BTI BRIEFINGS DRAW FROM OUR RESEARCH, EXPERIENCE, AND OTHER RESOURCES TO PROVIDE PROVOCATIVE, CONSTRUCTIVE INSIGHTS TO HELP YOU BOOST CLIENT SATISFACTION, INCREASE CLIENT RETENTION, AND IMPROVE YOUR PERFORMANCE. WE CAN TAILOR OUR BRIEFING TO INCLUDE SPECIFIC FEEDBACK ON YOUR FIRM.

MARKET ASSESSMENT

BRAND STRENGTH & MARKET AWARENESS STUDIES
NEW MARKET ENTRY ASSESSMENTS

BENCHMARKING YOUR PERFORMANCE

YOUR FIRM'S CLIENT SERVICE SCORE
FINANCIAL AND MARKET PERFORMANCE
COMPETITIVE ANALYSIS

BTI CLIENT FOCUS BOOT CAMPS

HIGHLY TARGETED 3-4 HOUR SESSIONS—DESIGNED FOR SENIOR PARTNERS AND ATTORNEYS

**PLEASE CONTACT MICHAEL B. RYNOWECER AT +1 617 439 0333 OR
MRYNOWECER@BTICONSULTING.COM
TO LEARN MORE ABOUT BTI'S CUSTOM RESEARCH & SERVICES.**

IMMEDIATELY BOOST CLIENT RELATIONSHIPS WITH **CLIENTELLIGENCE**[®]

Pinpoint your strengths—and weaknesses— in the activities proven to drive growth



BTI's 25 years of research pinpoint the 17 activities responsible for driving the absolute best client relationships. In essence, they are how clients define client service excellence and what clients expect out of the firms with whom they have the best relationships. The best-in-class performances in these activities are proven to drive superior financial performance.

There's only 1 way to determine if you are hitting the best-in-class threshold: ask.

Client feedback allows you to unequivocally pinpoint where you are excelling and where you need systematic improvements in your relationships.

The best feedback initiatives not only assess how you and your firm perform, but also look at the performance of the competitors also serving your clients. At the end of the day, what does it matter if a client thinks you are doing great, if a competitor is doing better?

LEARN MORE ABOUT THE 17 ACTIVITIES AND BTI'S UPCOMING BOOK:

***CLIENTELLIGENCE: HOW SUPERIOR CLIENT RELATIONSHIPS
FUEL GROWTH & PROFIT***

www.bticonsulting.com/17

THE 17 ACTIVITIES

Quadrant I: Relationship Bliss

1. Commitment to help
2. Client focus
3. Understanding the client's business
4. Providing value for the dollar

Quadrant II: Price of Admission

5. Legal skills
6. Quality
7. Meeting core scope
8. Keeping clients informed
9. Dealing with unexpected changes
10. Handling problems

Quadrant III: Relationship Builders

11. Breadth of services
12. Helping advise on business issues
13. Regional reputation
14. Unprompted communication
15. Bringing together resources

Quadrant IV: Business Magnets

16. Anticipating the client's needs
17. Innovative approach

WHO WE ARE

USE BTI'S SERVICES AND RESEARCH TO:

Learn what clients really want from you

Find your strengths...and weaknesses

Keep competitors out of your client base

Drive new business immediately

BTI conducts the most insightful, custom client surveys as part of world-class client feedback programs to drive immediate growth for leading professional services firms.

Clients use BTI's fact-based approach and powerful decision-making tools to drive change, create urgency, and substantially boost performance.

BTI dissects each and every aspect of the client experience through more than 14,000 independent interviews with C-level executives and systematic analysis.

BTI has helped professional services firms boost client service for 25 years.

BTI is the leading provider of strategic research to the legal community—performing more market research about law firms than virtually anyone. BTI has helped more than 200 law firms and professional services firms improve client service through compelling research and advice. We conduct the only continuous benchmarking market study in the legal services industry, now in its 15th year.

ADDITIONAL INSIGHTS FROM BTI RESEARCH AND PUBLICATIONS

The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

All of our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

You can order these and other compelling BTI research or publications at www.bticonsulting.com.

BTI CLIENT SERVICE A-TEAM 2015



17 activities drive superior client relationships. 4 matter most. Discover how clients rate more than 330 law firms—by name—in these key activities, including Client Focus, Commitment to Help, Legal Skills, and Provides Value for the Dollar.

BTI LEGAL SPENDING OUTLOOK 2015

BTI's Legal Spending Outlook outlines how clients are changing their spending and use of law firms—by practice—in 2015. Learn how to use the distinctive characteristics of 17 different practice areas to target the best opportunities for your firm and beat out competitors.

BTI LITIGATION OUTLOOK 2015

Your trusted and essential guide to navigating the hurdles in the litigation market ahead. Use it to immediately target the best opportunities, overcome challenges, and prepare for the biggest changes.



BTI INTELLECTUAL PROPERTY OUTLOOK 2015

Delve into the world of intellectual property with a comprehensive, high-impact analysis of client spending, buying habits, and opinions on nearly 200 IP law firms—by name.

RESEARCH METHODOLOGY AND APPROACH

BTI Most Recommended Law Firms 2015 is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 4,000 corporate counsel client interviews conducted over the span of 14 years.

This research is independent and unbiased—no law firm or organization other than BTI sponsors this study.

Each year, BTI reaches out to a sample of legal decision makers at large organizations with \$1 billion or more in revenue.

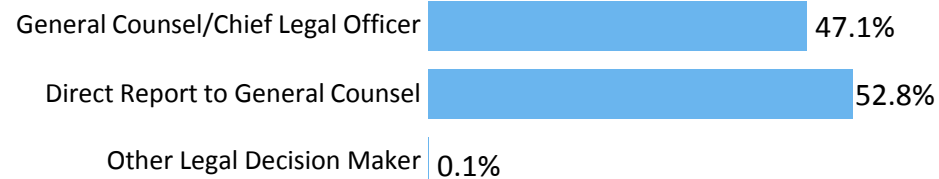
Participants are granted confidentiality at the individual and organizational level.

2015 SURVEY PARTICIPANT DEMOGRAPHICS

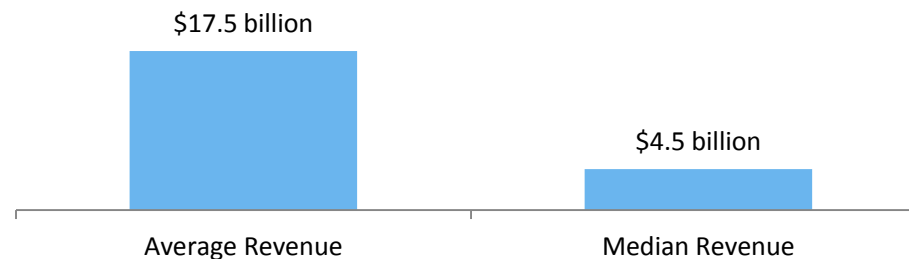
OVERVIEW

Interviews	317 in-depth telephone interviews
Time Frame	Conducted between March 13 and September 16, 2014
Incentives	Respondents receive a complimentary report of legal benchmarks and metrics

HIGHEST-RANKING LEGAL DECISION MAKERS



ORGANIZATIONS WITH HIGHEST LEVELS OF LEGAL SPENDING



REPRESENTATIVE OF MORE THAN 16 INDUSTRY SEGMENTS

- Banking
- Chemicals
- Consumer Goods
- Energy
- Financial Services
- High Tech
- Insurance
- Investment Banks
- Manufacturing
- Pharma
- Professional Services
- Retail Trade
- Telecomm
- Transportation
- Wholesale Trade

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