



hamlins

Listening to
our clients

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During 2020 and 2021, we undertook a client listening exercise to gather feedback from our clients and to find out what they like about Hamlins, how we can best support them, and what we could do better.

We engaged **Firm Sense** to carry out in-depth interviews with some of our key clients drawn from our core media, sport, real estate, retail, leisure and tech sectors.

We asked our clients

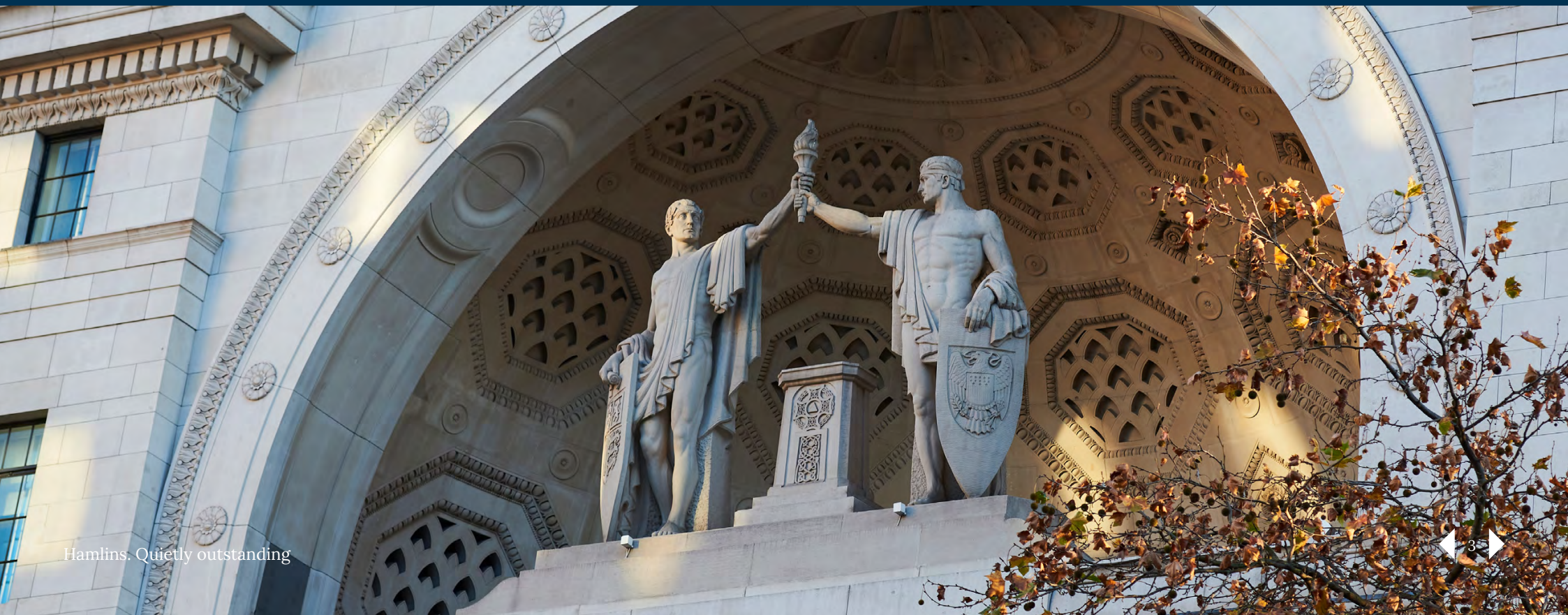
- What they like and where we could improve
- How likely they are to recommend us and why
- What they think about the quality of our advice and service
- How well we've built relationships with them
- Whether we provide value for money
- How well we understand their business
- How we compare with other firms
- How we can best meet our clients' needs now and in the future

How our clients describe us

- Commercial and results driven
- Nimble, un-stuffy and can be relied upon to get deals across the line
- A pleasure to work with, fostering strong relationships, often spanning decades

Our strengths

- Relationships and interpersonal skills
- Responsiveness
- Commerciality
- Legal and sector expertise
- Deep understanding of our clients' businesses



What our clients say about us

Our service

Savvy lawyers who get results

“Our priorities were really aligned and they acted on those priorities.”

MARY CRADDOCK,
LAPITHUS SERVICING LLP



Our advice

Pragmatic, straight talkers who don't sit on the fence

“They're not afraid to tell us what we can and what we can't get, but they're strong negotiators.”

SAM SHERRARD,
WILLIAM PEARS GROUP



Do we provide value for money?

Provide good value, worth paying for the work they do

“Massively, 100%, definitely.”

ANDREW FREEMAN,
PPHE HOTEL GROUP



Relationships

Warm and easy working relationships

“They make you feel like you're the only client.”

RICHARD STARR,
PALACE CAPITAL PLC



What our clients say about us

How we compare with other firms

Personable, commercial and agile, we're trusted with our clients' most sensitive matters

"I use Hamlins across a number of sensitive and confidential matters... as I always feel that I'm in safe hands."

**SCOTT SMITH,
ENGLAND & WALES CRICKET BOARD**

Understanding of our clients' business

Thorough understanding of our clients' business objectives and preferences

"I'm absolutely astounded at their knowledge of the business."

What our clients want from Hamlins

- Provide advice and guidance to help clients stay up to date on market trends
- Be available and ready to respond
- Work quickly and efficiently to seize opportunities

Future focus

- Our clients are positive about plans for growth, despite the uncertainty of the past 18 months
- There is an appetite for investment in real estate
- Large scale sporting events have successfully re-started
- Technology presents an opportunity and a threat
- There is eagerness to take advantage of the new working environment and to move at pace

Where we could do better and our action plan

- Providing better visibility of the full range of our services and expanding our coverage
- Growing our teams to increase resource
- Enhancing our facilities with our new office, opening in 2022 in the heart of mid-town, to provide a fantastic environment for teams and clients to meet and collaborate
- Clarifying further the information we provide on how matters are priced and billed
- Checking and adapting to our clients' communication preferences and keeping our advice succinct
- Ensuring responsiveness is balanced with the ability to agree a strategic approach to the conduct of litigation
- Investing in the latest scanning technology to support efficient digitisation, storage and retrieval of key documents



“Hamblins has the same values as my business. It’s very supportive, thinks big, acts small, the detail matters; they are very caring. I don’t think many law firms give you that feeling that the relationship matters.”

JAMES HORLER,
EGO RESTAURANTS HOLDINGS LTD



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