

# Kennedy Van der Laan

2008 Client Satisfaction Survey

**The results in brief:** almost all our clients are satisfied with our services and more than 40% are even very satisfied. The main reasons for this satisfaction are expertise, communication, the relationship with the contact person and speed – we are regarded as an organization that offers quality and is reliable.

The three main reasons for collaborating with us are: our knowledge and expertise, the personal contact and the quality of the work performed – almost 50% of our clients would recommend Kennedy Van der Laan to friends, colleagues and relations. Loyalty is very high: nine out of ten clients think that in the future they will again use the services which they are using at the moment.



*Joost Linnemann, Alfred Meijboom*

“The relationship between clients and attorneys or civil-law notaries is formed over the course of time. We are happy that organizations choose to enter into a collaboration with Kennedy Van der Laan and we seek to make this collaboration as successful as possible.

Just as in 2004, we have conducted a client satisfaction survey in order to test and optimize our services. This survey shows that our clients are very satisfied with us, even more so than in 2004. In almost 50% of the cases our clients are prepared to recommend us to friends, colleagues and relations. The satisfaction is particularly based on the advice provided, the attorney handling the case and the speed with which cases are dealt with.

There are also some points for improvement. Although satisfaction with the services is already high, even better results are possible by paying extra attention to the invoices. More attention may also be given to a follow-up discussion about the outcome of legal proceedings or the interim progress in the case of advice. We will take this to heart.

The response rate in this survey was somewhat lower than in 2004, but nevertheless more than 200 clients made the effort to complete the questionnaire. Through this bulletin we would like to thank them very much for doing so. This survey gives us the possibility to maintain and improve the high quality of the collaboration.”

On behalf of Kennedy Van der Laan’s Executive Committee, Joost Linnemann and Alfred Meijboom.

## Appreciation of the Various Aspects of Our Work

Clients have a high opinion of Kennedy Van der Laan: 93% are positive and 43% are even very satisfied (in 2004 this was 34%). Clients mainly regard Kennedy Van der Laan as an organization that offers quality and is reliable.

More than six out of ten clients have strong emotional ties with Kennedy Van der Laan; they are clients because they feel good about the organization.

The three most important reasons why clients collaborate with Kennedy Van der Laan are knowledge and expertise, personal contact and the quality of the work performed.

Clients are very satisfied with the friendliness and expertise of the attorney who handled their case and the extent to which he/she is a good sparring partner.

In addition thereto, clients have a high opinion of the understandable language and the speed with which they are served.

Clients are also positive about the proceedings conducted; three out of ten are very satisfied in this respect. The quality of the work performed is rated as good: 91% is satisfied and 40% is very satisfied.

Almost all clients are satisfied with the extent to which a question or a request is answered (93%), one-third is very satisfied.

The services performed by the secretarial department, contactability by telephone and the extent to which the client gets in touch with the right person quickly are also well appreciated.

### Competition

More than seven out of ten clients also do business with other law firms or have done so in the last three years. Kennedy Van der Laan mostly distinguishes itself from the competition by its personal and client-oriented approach.

This personal approach is also the main reason for clients to choose Kennedy Van der Laan. In addition, clients think that Kennedy Van der Laan is informal and fast compared to competitors.

### Points for Improvement

Although satisfaction with the services is already high, better results are possible still by paying extra attention to the invoices. Some clients are critical about the frequency and the amount of the invoices (respectively 8% and 10% are dissatisfied).

The clients that also do business with other law firms besides Kennedy Van der Laan do say that Kennedy Van

der Laan gives value for money.

The handling of complaints is also mentioned as a point for improvement.

In the past year, one out of five clients has had the occasional negative experience with Kennedy Van der Laan. The complaints mainly related to employees, problems with invoices and the substance of the work.

One-third of the problems were solved within a week. For three out of ten clients this took several weeks.

We have taken this to heart and have started a complaints procedure. You can find this procedure on our website under Diensten/Geschillenregeling (Services/ Disputes Resolution).

### Reasons for Choosing Kennedy Van der Laan



### Satisfaction with Permanent Contact Person



## What Clients Say

"Agreements are met. Commitment is good and communication is clear."

*U. Geling, VPB Landbouwschap*

"My experience is that the lawyers are very professional and practical in their approach and solutions. I have worked with various lawyers within Kennedy Van der Laan and so far I have not met anyone who was not good."

*M. Thurkow, LG Electronics*

"Kennedy Van der Laan is very capable of translating legal reality into a business environment. Therefore, the advice they give is directly applicable to the daily reality of doing business."

*H.P.J. Gieszen, Navteq*

"The services provided are always professional, on time and accurate. There is also an involvement that gives you the feeling that you are handling the case together. That is real partnership!"

*M. Bierens de Haan, ttif.company*

"I receive very professional advice and there is a great willingness to think along with us. The advice produces results."

*P.H. van Groeningen, AMC*

"Professional, to the point, aimed at finding solutions and easy to contact."

*B. Morrema, Allianz*

"We are satisfied with the facility with complex matters, the flexible attuning and the timely production of documents."

*J.E.J. van Bergen, Stg. Pica*

"The attorney concerned immerses himself into your situation and exercises the utmost diplomacy and matter-of-factness in order to settle disputes, in which the outcome, and not only the legal options, is most important."

*B.D. Germann, Faiman Bebeer*