

Strong Organizational Design = CX + EX

May 22, 2019

## Panel Objectives

- Discuss the intersection of CX and EX
- Present the Levenfeld Pearlstein business strategy and organizational design
- Provide specific programmatic examples of CX and EX
- Share successes, failures and measurements



WHY CX and EX?

# What the Data Says

- 89% of companies expect to compete primarily on client experience.
- Firms with highly engaged employees outperform their competitors by 147%
- When HR is significantly involved in CX the organization is 50% more likely to be a CX leader in their industry.
- 70% of employees at companies with above-average customer experience are highly engaged in their jobs compared to 49% of employees at companies with average or below-average customer experience scores.
- Companies that invest in employee experience are four times more profitable than those who don't.
- It's not a top-down strategy and every interaction with a company should demonstrate the commitment to the customer experience

# Unparalleled Client Experience (CX) LP Way – The How



- The LP Way is a 5-step process designed to deliver an exceptional and unparalleled experience for clients of LP.
- It is the firm's business strategy and organizational structure, which aligns all people, practices and systems at LP with this singular goal.

# Step 1 – Attract and Retain Talented People (EX)



- Marketplace impression is nurtured through talent.
- Positive employee experience will lead to a positive client experience.
- JoinLP.com, LP Culture blog, incentive program, Compensation scorecard, Staff Appreciation Week, and Professional Development investments

## Step 2 – Lead by Example



- LP Non-Negotiable Values
  - Clients First
  - Personal Growth and Responsibility
  - Collaboration
  - No Asshole Rule

LP's Approach to  
Corporate Social  
Responsibility (CSR)



## Step 3 – Cultivate Effective Groups



- Practice groups are the frontline of the client experience, and collaboration is a hallmark of how LP groups operate.
- Practice groups deliver client value through P3. P3 is the fuel to bring innovation and ingenuity to elevate client value and experience.
- Hired a Process Improvement Manager, Dashboard system of reporting for Partners and Clients, Process mapping directly with clients, Pricing and Budgeting Tools



## Step 4 – Align Systems



- Includes all support systems and functions
- The value of alignment builds a foundation for client experience.
- Predictable infrastructure enables client experience.
- Firm management, governance system, succession planning, compensation, CRM

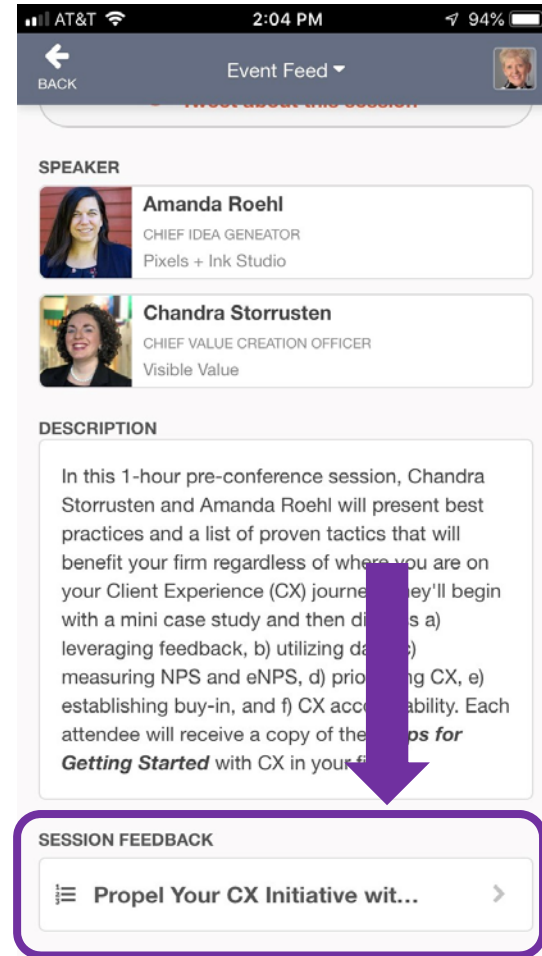
## Step 5 – Ask for Feedback



- Third-party, Qualitative Client interviews, Quantitative Client Outreach, Managing Partner Visits,
- 360 Degree Partner surveys, Operational effectiveness survey, Quarterly Check-ins, Stay interviews, Focus Groups, "Ask Angie" Sessions

Please give us  
your feedback.  
The more you  
give, *the more*  
*points* you will  
receive!

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## SUMMARY & CLOSING COMMENTS