



LUMERIC™ Project Summaries

Project Type:

Strategy Review / Net Promoter® Score

Sector: Business Services

Client Size: \$25M

Company Position:

Market Challenger

Client Level:

CEO

The Critical Decision:

How can this well-established but mature provider of legal support services reposition itself to capture significant market share organically?

The Answer:

The client is better off acquiring smaller competitors to capture share, as most customers are satisfied with—and loyal to—their current vendors.

The Discussion:

The client is a mid-sized provider of legal support services experiencing slow growth in a mature market, with fragmented competition. Its offering is fairly similar to that of most competitors.

Lumeric conducted an extensive interview program with current customers, prospects, and competitors. We determined that most customers primarily buy on reliability of service and that they are generally satisfied with their current vendor performance on this criterion. This is reflected in the high level of loyalty customers express for their vendors, typically awarding them an average Net Promoter® Score (NPS) rating slightly higher than 9 (a very high score). As a result of gaining this insight, the client is shifting the emphasis of its growth strategy toward acquisition. 

