



The situation

A combination of emerging technologies, economical shifts and new legislation create a state of constant change within the legal industry.¹ It's critical for law firms to stay connected to maintain a high level of performance—and their strong reputation. They also need to implement new innovations to ensure clients get the very best legal representation for their investment. With access to comprehensive programming and 24/7 news networks, DIRECTV can help law firms keep up with new developments and improve client relations.

Best practices for law practices

A law firm's bottom line may rely on its roster of skilled attorneys, but the client experience plays a critical factor in sustaining success. Making a strong impression on visitors is paramount in reflecting a high-end image. The look of a law office waiting room is a reflection of the firm's culture and success.² Having DIRECTV in the reception area can lend credibility and complement the office's interior design.

Trends law firms are witnessing



Investing in design

Having a vibrant design and visual engagement can affect productivity and commitment, while improving the work and client experience.³



Adopting new technologies

Law firms are now leveraging technology, embracing television and social media and even implementing artificial intelligence.⁴

? DID YOU KNOW?

The largest law firm in the world in terms of gross revenue is Latham & Watkins. They have a staff of more than 2,200 lawyers in 14 countries.⁵

3 challenges to deliberate



Work-life balance

The legal profession is often associated with long hours and late nights but, in recent years, there has been a stronger emphasis on work-life balance. Lawyers are receiving benefits such as flex time, telecommuting, more break time and other scheduling advantages.⁴



Specialization

Clients today are seeking law firms that focus on a specific discipline as opposed to a larger, general firm. As a result, specialized firms need to keep abreast of new developments in their area so they can instantly react to breaking news, industry events and new laws.⁴



Contemporary office environments

Firms need to help people stay connected to their worlds when they come in for meetings and have a wait. Amenities like Wi-Fi, news displayed on TVs and dedicated workspaces allow clients to remain on top of their business.⁵



Making a strong case for DIRECTV

Law firms can court more prospective employees and clients by addressing a few key concerns. Showing important news and livening up the office with DIRECTV can help win over younger law professionals, decrease stress around the office and make a solid impression on visitors.

1 Attract millennials

PROBLEM

Millennials command not only creative reward packages, but also influence the way they work and where and how they operate in the workplace.⁷

SOLUTION

One way to appeal to millennials is to create a more appealing work environment. Installing TVs with DIRECTV throughout the office creates livelier space and keeps the team up-to-date on key political, business and local news.

2 Lower the stress level

PROBLEM

When law professionals face a heavy workload, they log long hours at their desk or in meetings, which can create a stressful atmosphere.

SOLUTION

Firms are beginning to grasp the notion that a well-rested, balanced lawyer is a more productive and successful lawyer.⁶ Encouraging breaks in a well-appointed break room with entertaining programming can help workers clear their mind and refocus on the task at hand.

3 Impress clients

PROBLEM

In many cases, clients who enter a law office have never spoken to a lawyer previously or ever visited a law firm.³

SOLUTION

To avoid intimidating first-time visitors, law firms need to have inviting reception and waiting areas. With television service like DIRECTV, a law firm can create a relaxing atmosphere, deliver up-to-the-minute news or match television programming to a client's interests.⁶



The verdict is in: DIRECTV is a winner for law firms

Whether it's lightening up a long workday, helping everyone keep an eye on a critical news story or giving clients something interesting to watch while they wait for an appointment, DIRECTV is a sensible, affordable addition to law offices.



Cater to client preferences

DIRECTV has a wide variety of programming options to keep clients engaged while they wait.



Keep it confidential

Conversations in law offices can be very personal in nature. DIRECTV breaks the silence to help protect sensitive information.



Provide a short recess

When big news breaks, DIRECTV gives everyone in the office access to the best round-the-clock coverage.



Create an inviting atmosphere

Law offices are perceived to be dark, serious settings. DIRECTV gives staff and clients a bright, spirited welcome.

\$1.38
MILLION

The number of people projected to work in legal occupations by the year 2022.⁵



Proceed with these optional add-ons

Making a stronger opening statement is as easy as adding these incrementally valuable DIRECTV features to their service.



Game on

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and NBA LEAGUE PASS, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



\$136,000

The mean annual wage for lawyers in 2015.⁵



4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Give a warm welcome in the reception area.
- 2 Make clients forget about delays in the waiting room.
- 3 Keep everyone connected in the conference room.
- 4 Alleviate stress in the breakroom.

1 <http://www.legalscoops.com/7-trends-changing-legal-industry/>

2 <https://www.onelegal.com/blog/being-a-good-host-essential-law-office-courtesies-for-visitors/>

3 <http://www.dbadocket.org/the-business-of-law/interior-design-carol-koplin/>

4 <http://www.legalscoops.com/7-trends-changing-legal-industry/>

5 <https://www.statista.com/topics/2137/legal-services-industry-in-the-us/>

6 <http://newsok.com/article/5487207>

7 <https://www.hrzone.com/community/blogs/andy-philpott/motivating-millennials-what-you-need-to-know>