

Client Litigation Capital Management (LCM)

Background LCM is a litigation funder, established in 1998 with global operations.

Despite the need for litigation funders to have strong referral relationships with law firms and liquidators, their services are often seen as a commodity and client decisions are based on who provides the best financial terms rather than who brings relevant expertise and experience.

LCM wanted to understand how they were perceived by the market, whether they were valued beyond simply providing capital and whether their service provision was differentiated relative to their competitors.

Solution A client feedback program was developed and implemented. We designed a set of questions to ask LCM clients with completed projects to assess the relationships, understand where value was being delivered, draw out comparisons with competitors and uncover what clients felt was working and identify any areas for improvement.

All feedback was taken in a phone call with the nominated client and reported back to the CEO, Global Head of Business Development and the respective Project Manager.

Outcome Feedback confirmed that clients wanted to have a relationship beyond a pricing proposal. They valued LCM's bespoke approach to designing funding solutions and found LCM more responsive and flexible than many competitors. These insights were able to be fed into LCM's marketing campaigns to bolster their positioning in the market with valuable points of differentiation.

LCM have adapted the program to include engagements that are underway as well as completed projects.
