

The **BTI Consulting Group**
is pleased to recognize

Carol Colborn Loepere
Reed Smith LLP

**BTI 2010
CLIENT SERVICE
ALL-STAR**



Corporate counsel recognize Ms. Carol Colborn Loepere, of Reed Smith LLP, as a *BTI Client Service All-Star*. The *BTI Client Service All-Star Team for Law Firms 2010* draws on unprompted candid feedback from corporate counsel at the world's largest organizations. As part of one-on-one interviews, The BTI Consulting Group asks General Counsel and their direct reports to delineate, unprompted, the attorneys delivering the absolute best client service. These in-depth telephone interviews determine precisely which attorneys top the charts in client service excellence.

Each *BTI Client Service All-Star* is nominated as a direct result of independent feedback from corporate counsel. We do not accept law firm submissions, attorney self-nominations or suggestions as to which corporate counsel to interview. BTI controls all aspects of the interview process. BTI selects and interviews thought-leading corporate counsel and those who help manage legal issues at large companies.

The 2010 BTI Client Service All-Stars

Executive Summary

The perfect storm of crises rolling through the legal community truly separated the client service “haves” and “have-nots,” according to over 240 corporate counsel. The client service haves packaged proactive outreach, counseling and a healthy dose of practicality with their deep understanding of clients’ business. The have-nots mostly watched or retreated.

Corporate counsel delineate 165 attorneys who stepped up to rise above the storm.

These 165 *BTI Client Service All-Stars* are identified solely and exclusively by corporate counsel. No law firm or attorney can submit a name or pay to be included on this list. No firm can nominate an attorney or submit client names. The only possible path to *The BTI Client Service All-Stars* is an unprompted, unequivocal recommendation from corporate counsel.

Corporate counsel are impressed by *The BTI Client Service All-Stars’* ability to take a position, proffer creative solutions and outline prospective scenarios for moving ahead. *The BTI Client Service All-Stars* were the first to define new tactics to reduce costs, revisit staffing and billing strategies at their firms, and even analyze litigation portfolios with an eye towards risk and cost reduction. Clients describe them as “creative,” “thought-leading,” “commanding,” and “emotionally intelligent.”

BTI congratulates each of the 165 *BTI Client Service All-Stars*. Stepping up takes courage, conviction and confidence.

We extend special congratulations to the 22 *BTI Client Service All-Stars* who enjoy this elite status for 2 or more years in a row, showing the skill to deliver superior client service over time in disparate market conditions.

Defining *The BTI Client Service All-Star*

BTI’s exclusive research reveals 5 primary drivers behind *The BTI Client Service All-Stars’* performance:

1. Client Focus
2. Exceptional Understanding of Clients’ Business
3. Delivering Efficient, Value-Added Service
4. Outstanding Results
5. Legal Skills

The 2010 BTI Client Service All-Stars

Explanation of Rankings: BTI's Methodology and Approach

BTI's analysis for *The BTI Client Service All-Star Team for Law Firms 2010* draws on candid feedback from corporate counsel at the world's largest organizations. BTI asks General Counsel and their direct reports to delineate, unprompted, the attorneys who drive superior client relationships. These in-depth telephone interviews determine precisely which attorneys top the charts in client service excellence.

Inclusion in this exclusive report is driven solely by direct feedback from corporate counsel. Law firms and their attorneys have no influence on these rankings.

This comprehensive analysis trends data from more than 2,100 corporate counsel client interviews conducted over the span of nine years. This year, BTI interviewed more than 240 corporate counsel from large and Fortune 1000 companies to probe at all aspects of client relationships. Our interviews were conducted between July 1 and October 1, 2009. The interviews represent:

- 33% of the Fortune 100
- More than 15 industries, including:
 - Banking
 - Chemicals
 - Consumer Goods
 - Energy
 - Financial Services
 - High Tech
 - Insurance
 - Investment Banks
 - Manufacturing
 - Pharmaceuticals
 - Professional Services
 - Retail Trade
 - Telecommunications
 - Transportation
 - Wholesale Trade
- Top legal executives:
 - 50.8% of interviews with General Counsel and Chief Legal Officers
 - 47.1% of interviews with direct reports to General Counsel
- Average revenue of \$21.9 billion
 - Median revenue of \$5.0 billion

The 2010 BTI Client Service All-Stars

The BTI Consulting Group, Inc.—Who We Are

The BTI Consulting Group (BTI) is the leading provider of strategic market research to law firms and professional services firms. BTI performs more market research about law firms than virtually anyone. We conduct the only continuous benchmarking market study in the legal services industry based on more than 2,100 independent interviews with General Counsel and key decision makers that hire law firms. BTI regularly publishes this compelling research in independent publications, reports and summaries. Learn more about BTI's publications at www.bticonsulting.com.

BTI uses powerful, robust analysis to help clients define new approaches to key issues that boost performance, including:

- 17 activities driving relationships between law firms and clients
- 12 power marketing practices driving growth and profits
- 7 tactics to command premium rates
- 4 key differentiators separating law firms in the minds of clients

BTI performs a broad range of services for its clients, including:

- Client surveys
- Brand and awareness studies
- Market entry and development research
- Client development research

BTI conducts private benchmarking, market awareness and client satisfaction research for some of the best-run organizations in the world. BTI boasts one of the world's largest knowledge bases of professional services research based on more than 6,000 interviews conducted over the last 20 years.

BTI enjoys a far-reaching client base that includes:

- More than 70 of the 100 largest law firms
- Over 250 of the leading professional services firms worldwide
- Over 35% of the Global 500
- More than 650 Fortune 1000 companies