

CYBERSECURITY LAW & STRATEGY

The Legal Help Desk: Shifting Toward User Sentiment as the Primary Health Factor

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Traditional metrics that once defined the effectiveness of help desk operations within law firms are undergoing a profound transformation. As support needs are evolving, firms are being forced to adapt to ensure customer satisfaction when it comes to support. Service-level agreements have long been the cornerstone of evaluating performance and defining standards when it comes to these help desks, but a shift is in progress. The new era places user sentiment and new delivery models at the forefront of service as a quicker “get back to work” mentality coupled with a technology-savvy generational shift. As a result, the gauges we use to measure customer satisfaction have changed and are shaping the overall future success of the legal technology support ecosystem.

Beyond SLAs: The Rise of User Sentiment

The essence of a legal help desk extends beyond mere adherence to timelines outlined in SLAs. Today, it rides on the user experience – a holistic measure that encapsulates the emotional and functional aspects of customer interaction points. Understanding and responding to the evolving needs, expectations and sentiments of users are becoming the cornerstone of success in the legal support ecosystem.

As technology continues to advance, the legal profession is witnessing a reevaluation of conventional practices when it comes to help desk

support for employees. Users now expect more than just timely resolutions; they want a better end-to-end user experience.

Tracking Sentiment: From Qualitative to Quantitative

One of the most noteworthy aspects of this revolution is the shift toward quantifying and valuing sentiment. Historically, measuring user sentiment has been a qualitative endeavor, relying on anecdotal evidence and subjective assessments. However, we are witnessing a transformative shift as industry leaders explore and implement quantitative metrics to assess and value user sentiment. Through sophisticated analytics tools and data-driven insights, the aim is to not only understand but also quantify the emotional resonance of services provided, paving the way for a more nuanced and precise understanding of user satisfaction.

The Importance of a Trusted Partner

Having a trusted partner brings several key benefits that are essential for navigating the complexities of modern legal help desk operations:

- **Expertise in Technology Integration.** Expertise in integrating advanced technologies such as artificial intelligence, natural language processing and sophisticated analytics tools is critical for transforming qualitative sentiment data into actionable, quantitative insights.
- **Commitment to Quality Assurance.** Ensuring each interaction meets and exceeds

user expectations requires a rigorous commitment to quality assurance. Analytics must be integrated to drive feedback and provide the data needed to have success moving forward. It's important to invest in continuous training, feedback loops and meticulous monitoring to maintain high service standards.

- **Proactive Problem-Solving.** By leveraging real-time data, issues can be anticipated before they escalate, providing proactive solutions that enhance the overall user experience. This approach not only improves client satisfaction but also fosters continuous improvement within the support team.

- **Alignment with Client Goals.** The success of the legal help desk aligns with the success of the client. This involves understanding and adapting to the evolving needs of the client's user base, ensuring that both parties grow and thrive together.

- **Adapting to Generational Shifts.** As attorneys enter the profession with different expectations and technological preferences, firms need to stay ahead of the curve by integrating self-help tools, chatbots and other support solutions that cater to the needs of a diverse workforce.

The Generational Shift: Adapting to New Expectations

The legal profession is undergoing a generational shift, driven by rapid advancements in technology and changing demographics. Attorneys just entering the field bring new expectations and preferences, particularly regarding technology and support services. This shift necessitates that law firms and their help desks keep pace with technological advancements to attract and retain top talent.

The rise of self-help tools and chatbots exemplifies this change. Attorneys early in their career prefer quick, efficient resolutions and often opt for self-help solutions. As a result, modern legal help desks must adapt by integrating advanced technologies that cater to these preferences and expand on traditional delivery methods.

Proactive and Reactive: The Dual Approach

The shift from qualitative to quantitative sentiment analysis allows legal help desks to be more proactive. By leveraging real-time data, help desks, when properly implemented and maintained, can anticipate issues before they escalate, enhancing the overall user experience. This proactive approach not only improves client satisfaction but also fosters a feedback loop that helps analysts continuously improve their performance.

A True Partnership: Aligning Success

A true partnership between client success and employee success is essential. By aligning goals with those of their clients, law firms can ensure a better help desk end-user experience while fostering an environment where employees can thrive. As technology evolves, so do the support systems, growing and shifting alongside clients to meet new challenges head-on.

The Future: Embracing Change

Over the next 12-18 months, the legal industry will see further transformations in help desk support. Firms that fail to adapt may fall behind, but those that embrace these changes will set new standards for success. The legal help desk revolution is more than just a new phase in metrics — it's a paradigm shift that places user sentiment at the core of service delivery. By embracing advanced technologies, fostering a client-centric culture and prioritizing continuous improvement, firms are not just adapting to change — they are shaping it.

The future of legal help desk support lies in the ability to quantify and leverage user sentiment. This shift requires a trusted partner who can provide expertise, a commitment to quality, proactive solutions and alignment with client goals. As the legal profession continues to evolve, so too must the standards and practices of legal help desks, ensuring they remain at the forefront of delivering exceptional user experiences.

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