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LESSONS FROM 15 YEARS AS AN ALSP

Launched in 2004, QuisLex was one of the first alternative legal service providers, or ALSPs. Over the past 15 years, it has managed thousands of projects for Global 500 corporations and Am Law 100 and Magic Circle firms – and learned a lot in the process.

As QuisLex celebrates its 15th anniversary, here are 15 important lessons the ALSP has gleaned along the way:

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Invest in your team; they are your principal capital.

If you want your company to succeed, you need a fantastic team. Mentoring, especially on an informal basis, helps people build the networks they need to work across corporate boundaries.



Focus on the long term. Often there are conflicts between long-term and short-term goals. For example, devising a more efficient strategy for a client can be time-consuming without immediate financial rewards. Taking the long view, however, is how you survive and prosper for 15 years and beyond.

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Transparency builds trust. We provide our clients with high-end, high-value services, often around regulatory or contractual matters. Being as transparent as possible with our clients contributes to trust and builds stronger relationships.



No surprises. Invariably, in a fast-paced environment with tight deadlines, there is the chance for things to go awry. If they do, we alert the client immediately so we can make adjustments together.

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Focus on what is true. QuisLex is a privately owned company. Not having to answer to outsiders allows us to focus on two things: our clients and our employees. We ask the same two questions about every major decision: “Does it benefit our clients?” and “Does it benefit our employees?” It is an incredibly helpful device that makes most decisions easier.



Beware of hot market trends. It is important to not be swayed by perceived hot market trends and the “shiny new toy.” Focus instead on tried-and-true practices that consistently provide value while keeping a close eye on industry trends and innovations.

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Earn law firms’ respect. When working with a client’s outside counsel, we know it is their job to make sure that our work product quality is above par. Listening to their input and working together as a team to successfully complete a project are critical and often lead to future collaboration. A substantial amount of our litigation work comes from law firm referrals to their other clients based upon the success of working with us previously.



Keep innovating. We constantly seek better processes that can be automated, which allows us to move up the value stream. We do not think of innovation only in terms of solving specific problems. It should be a constant activity that permeates everything we do. We are always asking: “How can we make it better?”

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There is no Easy Button. Technology initiatives will fail without the right processes and people in place. Implementing a new system is much easier than changing how people work. Planning for change management is the key to success.



Seek to disaggregate the work. Clients may typically have their legal work being done by internal resources, law firms and ALSPs. We help our clients break that work down into more detail and look at every process, even the most complex ones, in order to determine where and how to get each segment of work done to provide the most impact.

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Be patient. Often it takes several years to grow a relationship. There may be benefits in the short term, but the full value of the relationship may take some time to attain. Along the way, continuous improvement is required to achieve all project goals.



Focus on quality, cost and risk. A better process improves quality because the same decisions are made consistently. Costs are reduced and risk is lowered with a proven process which will not allow for issues to slip through the cracks.

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Be a partner. We think of ourselves not as a vendor, but as a partner to our clients. We learn our clients’ business, consult with them and provide solutions rather than just delivering services.



Be humble. We are extremely proud to have adopted the QuisLex Primary School in India, where we provide vocational skills training and increase awareness in nutrition and health. And we spend quite a bit of time at the school. Many QuisLexians are actively involved in several of our community/social activities. This keeps us grounded.

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Go the extra mile. We work hard for our clients and always go the extra mile. By building relationships that are premised on cooperation, our clients have partnered with us for the long term and helped us achieve our milestone of 15 years in this ever-changing business of legal services.

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QuisLex is the partner of choice for leading corporations and law firms throughout the world. **Learn why.**

www.quislex.com