

Case study Barry.Nilsson. Lawyers

Who is Barry.Nilsson.?

Barry.Nilsson. is an Australian law firm with particular expertise in the fields of Insurance & Health Law, Family Law and Wills & Estates. They've recently had 51 lawyers acknowledged as individual listings in the annual Best Lawyers Guide 2022.

How did Feedier help them?

With six offices across the major Australian cities, they are well versed in client management and the importance of keeping up-to-date with business insights. The team at Barry.Nilsson. approached Feedier as they wanted to better understand their brand representation and client experience.

Within half a year, Barry.Nilsson. ran over 6 campaigns, resulting in valuable data that has helped gain strong insights into internal brand perception, client satisfaction and post-event feedback.

Using features such as the text analysis and the PDF report, they were able to gather information on high-frequency words and compare that to overall satisfaction levels whilst, at the same time, share insights that were readily-presentable to stakeholders outside the platform.

91%

Satisfaction ratio

89

is the NPS of Barry.Nilsson.
by using Feedier

300+

keywords highlighted from
client feedback

6

successful feedback
campaigns in the last 6
months

Barry.Nilsson. experience

“Why is client experience important to you?”

“Client listening allows Barry.Nilsson. to better understand the needs of our clients and improve their experience with the firm, which creates closer relationships and ensures client retention and growth.

Being a national professional services firm, maintaining a high-level of consistency across our offices is especially critical to our client experience.

We have many client relationships that span several years and decades – so evaluating our performance at a client level regularly is important to maintaining these relationships.

Additionally, regular client feedback helps to guide future developments and innovations to further enhance the client experience.”

“Why did you choose Feedier over other platforms?”

“We chose Feedier because it was one of the only platforms specialising in client experience and feedback – so we knew Feedier would have the tools and experience to transform how we collect and analyse our client experience.

Feedier has continued to impress us with the level of sophistication of its ‘out of the box’ features, the continuous improvement on its functionality, and the exceptional level of onboarding, service and support.”

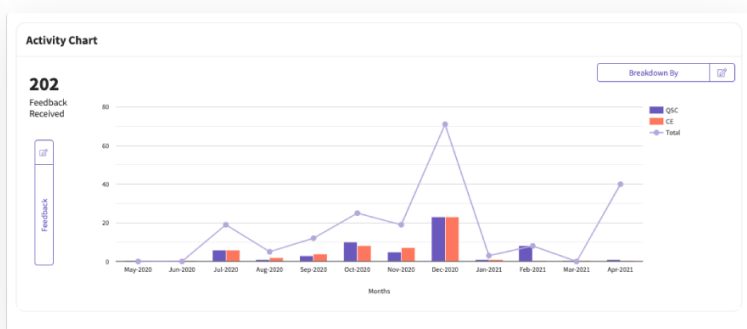
“What is the one key insight that you’ve found useful over this period of time?”

“Not limited to one key insight, Feedier has played a critical role in identifying our strengths and areas for improvement from a client experience perspective, as well as evaluating our brand both internally and externally.

Feedier has given us actionable insights, all in real-time, to help us improve our client experience and also shape and build our firm’s brand in the future.”



Matthew Walker
Marketing & Communications
Adviser



Discover Feedier in action and schedule a personalized demo [here](#)

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