

BTI Ranks Zelle LLP Among 70 Law Firms That Improved Client Service at Top Rate

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Zelle LLP is recognized as a top law firm in the 2021 BTI Client Service A-Team report, a designation limited to law firms that deliver unparalleled client service. This is the only legal ranking that identifies leading law firms for client service through a national survey of corporate counsel.

Zelle was ranked among only 70 law firms improving client service performance more than all others in the report. According to BTI, “these firms improved at more than twice the rate of all other law firms. They were able to step up and help clients in new and unexpected ways — and some old fashioned ways as well.”

“Zelle’s clients appreciate our ability to efficiently staff cases while still delivering exceptional service,” said Kerry Brown, a member of Zelle’s Executive Committee. “We are proud to be recognized for our client service as it is one of the core values of our firm.”

The analysis, which was conducted over the last 10 months, is based on 350 interviews with general counsel and other in-house legal officials at businesses with at least \$1 billion in annual revenue. Legal officials were asked to rate law firms they work with on a range of client service activities, including understanding the client’s business, uniformity of service, dealing with unexpected changes, unprompted communication and anticipating clients’ needs.