

news

Lawyer loyalty

A loyalty program for users of legal services, based on the frequent flyer scheme, has been developed by Yuri Rapoport, principal of Prime Law Brokers.

The LAWYERLoyalties scheme offers companies and individuals reward points for each dollar they spend on legal fees.

Mr Rapoport says clients may redeem their points with their preferred law firm, or if that firm chooses not to participate, the points can be brokered among participating firms on the Prime Law Brokers' panel.

Mr Rapoport says the program benefits practitioners by giving clients a reason to pay their bills on time, encourages client loyalty, provides firms with a mechanism to package write-off dollars and can be used as a marketing tool.

Clients are required to pay on time or lose their reward points.

Mr Rapoport says more than 170 law firms have joined the scheme which began operation on 14 October.

A four percent fee based on client billings applies for new clients referred to participating law firms and for existing clients introduced to the Lawyer Loyalties program by their firm, a one percent fee applies.

Clients are credited with reward points equivalent to 8.3 percent of the client's legal bill.