

CLIENT FEEDBACK SUMMARY REPORT

April 2021

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INTRODUCTION

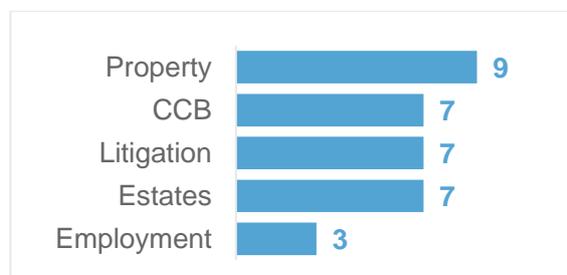
At Howes Percival we are continually seeking to develop our understanding of our clients' needs in order to improve the service and overall support we provide. We therefore launched an independent service review in which clients were invited to share their experience of working with the firm and their views on Howes Percival's ability to meet their needs now and in the future. We would like to thank all of our clients who participated in this research.

We commissioned Acritas, a leading market research specialist in the legal sector, to carry out this research on behalf of Howes Percival as an independent third party. The interviews sought to understand:

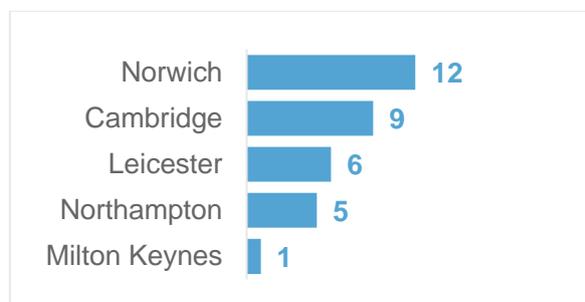
- Our clients' perception of Howes Percival: why they chose to work with the firm, what they see as the firm's main strengths and weaknesses and their overall perception of Howes Percival in the marketplace.
- Our clients' experience with the firm and their level of satisfaction with the service we provide.
- Our clients' views on our ability to meet their needs and support their priorities going forward.

Over a period of two months, Acritas interviewed 33 clients which were selected based on a cross section of the firm's offices and practice areas:

Practices area covered



Offices covered



In sharing this research with you, we hope to provide transparency in relation to our clients' views and underline our commitment to making continual improvements to our service and ensuring we are well placed to meet the current and future needs of our clients.



KEY FINDINGS

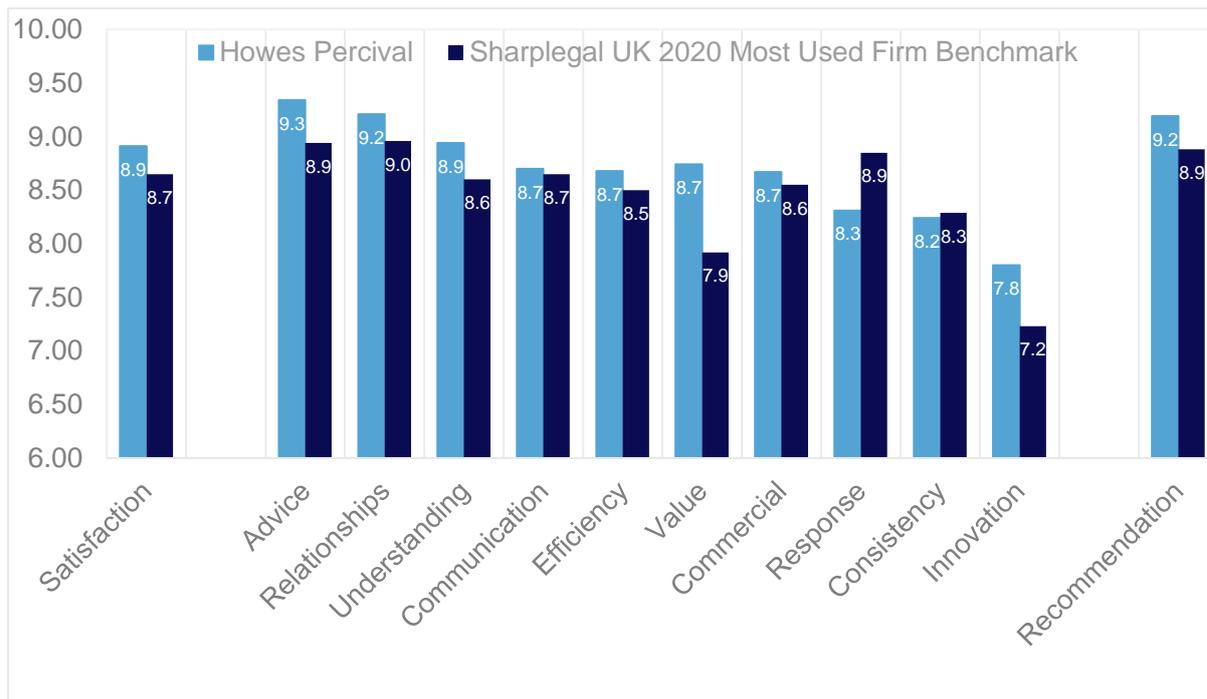
The research found extremely high levels of client satisfaction overall, with around three quarters of clients interviewed falling into the 'Delighted' range (9 or 10 out of 10).



Clients were more likely than average to recommend Howes Percival. The majority of clients rated their 'likelihood to recommend' a 9 or 10 out of 10, giving a Net Promoter Score of +73%, which exceeds both the general and best practice UK benchmarks from Sharplegal.

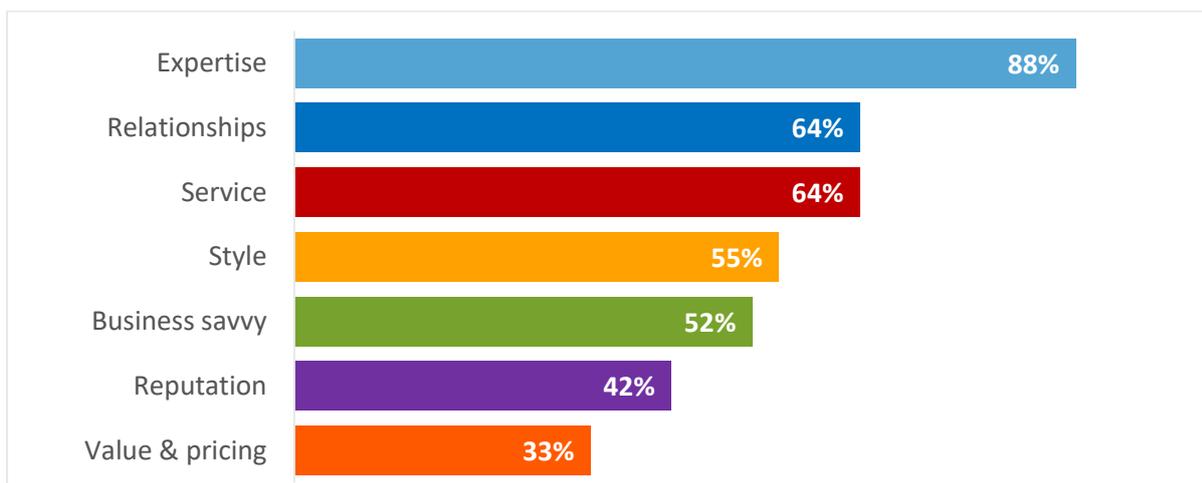
Howes Percival scored highly across the spectrum of client satisfaction, particularly in relation to advice, relationships and understanding. The results exceeded the best practice benchmark¹ in all areas except consistency and responsiveness which scored 0.1 and 0.6 points respectively below the benchmark.

¹ Sharplegal UK Most Used Firm 2020



Clients referenced strong relationships plus friendly and approachable people as key strengths, as well as the expertise of our lawyers and their understanding of their clients' business.

What clients mention as a strength of the firm:

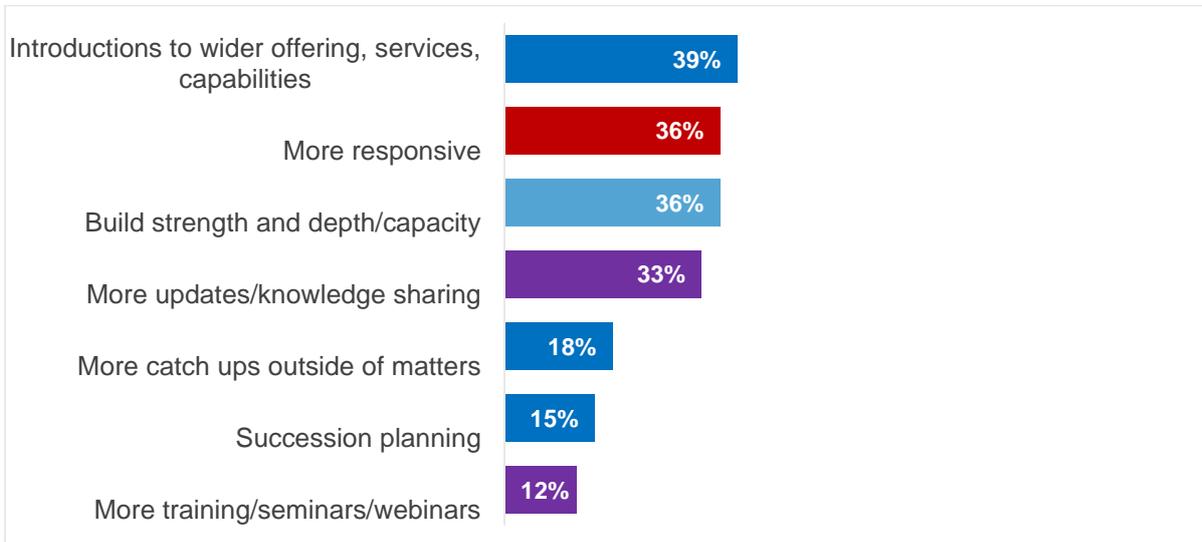


The survey identified a small number of areas for improvement and we will be focusing on addressing this feedback. Clients also expressed a desire to work with Howes Percival in new practice areas and be introduced to its wider offering.





Where clients felt Howes Percival could do more:



NEXT STEPS

Once again, we would like to thank the clients who agreed to be interviewed as part of this service review. We consider these findings to be invaluable in helping us to understand how we can better service our clients and we will act on the specific feedback provided wherever possible.

We are delighted to be rated above the industry benchmark in client satisfaction and we will continue to provide excellent levels of service. Clients referenced responsiveness and consistency as key areas for improvement and this will be a particular area of focus going forward. In addition, we will seek to make further introductions across teams and practice areas and ensure clients are aware of the depth and breadth of the firm's offering.

We appreciate the time you have taken to read this report. If you have any questions, please do not hesitate to get in touch with Naomi Rendell (naomi.rendell@howespercival.com) or your main Howes Percival contact.

