

# **The Care and Feeding Of Clients and Opposing Counsel**

Prepared for: Legal Education Society of Alberta

*Managing a Litigation Practice*

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<b>(Edmonton Session)</b>	<b>(Calgary Session)</b>

For presentation in:

Edmonton – November 24, 2016

Calgary – December 1, 2016

## **THE CARE AND FEEDING OF CLIENTS AND OPPOSING COUNSEL**

### **FOSTERING A POSITIVE RELATIONSHIP WITH YOUR CLIENTS**

#### **Quality of Service and Client Satisfaction**

It is an important part of a lawyer's practice to cultivate, maintain and nurture relationships with clients. A lawyer's reputation, credibility and rapport built and maintained with clients are all keys to having a successful practice.

As a self-governing profession, Alberta's lawyers are expected to conduct themselves and their law practices in ways which are highly ethical and above reproach. The Code of Conduct defines the principles and high standards which are applied to every lawyer in Alberta, including conduct when dealing with clients and other lawyers.

The Code of Conduct sets out the following regarding quality of service:

#### **"Quality of Service**

2.02 (1) A lawyer has a duty to provide courteous, thorough and prompt service to clients. The quality of service required of a lawyer is service that is competent, timely, conscientious, diligent, efficient and civil."

In the majority of cases there is a positive correlation between quality of service and client satisfaction.

#### **Key Practices to Maintaining Client Satisfaction**

The quality of service to a client may be measured by the extent to which a lawyer maintains certain standards in practice. The commentary to Section 2.02 of the Code sets out key examples of expected practices, which should lead to client satisfaction and a positive relationship between a lawyer and client. Some of these practices include:

- keeping a client reasonably informed;
- answering reasonable requests from a client for information;
- responding to a client's telephone calls and emails;
- keeping appointments with a client, or providing a timely explanation or apology when unable to keep such an appointment;