

## Seyfarth Shaw Named to BTI's Client Service List of Top Law Firms in US

### *BTI survey based on client rankings of firms delivering superior legal service*

NEW YORK/CHICAGO (December 2, 2011) — Seyfarth Shaw LLP, one of America's leading full-service law firms, has been recognized as one of the nation's best law firms for client service by **BTI Consulting Group** in its 2012 BTI Client Service A-Team Report.

Seyfarth was named to the report's cream-of-the-crop list, the "Client Service 30," which "have truly differentiated themselves in the eyes of clients" and "distinguished themselves as the absolute best" of nearly 650 firms that serve the Fortune 1000, according to the report. The annual Client Service A-Team report evaluates individual law firm performance based on feedback from chief legal officers and their direct reports in Fortune 1000 companies.

Seyfarth was specifically praised in nearly every category, delivering a "level of responsiveness and sophistication that is first-rate," and known for its "collaboration," efficiency" and the "way they provide services in relation to the client's needs."

"We are honored to be recognized by general counsel across the country as one of the top law firms in delivering client service, which in today's business environment is as crucial as the caliber of your legal counsel," said Seyfarth Chairman **J. Stephen Poor**. "We are dedicated to providing the best overall experience for our clients, one that encourages in-depth client feedback, innovative approaches to structuring fees and services, creative applications of technology and helps our clients deliver positive business outcomes."

Seyfarth was recognized by BTI in the following categories:

#### **Leaders of the Best**

- Client Focus
- Commitment to Help
- Handles Problems
- Innovative Approach

#### **Honor Roll of the Best**

- Anticipates the Client's Needs
- Legal Skills
- Understands Client's Business
- Meets Scope and Budget
- Unprompted Communication
- Brings Together National Resources
- Helps Advise on Business Issues
- Keeps Clients Informed
- Deals with Unexpected Changes
- Provides Value for the Dollar

Seyfarth has gained recognition for its pioneering application of Lean Six Sigma methodologies to the delivery of high quality legal services. The firm has become the only large law firm to build a distinctive client service model—called *SeyfarthLean*—that combines the core principles of Lean Six Sigma with robust technology, knowledge management, process management techniques, alternative fee structures and practical tools. The broad, systemic use of such a model across multiple practice areas is unique to the legal profession and reflects a fundamentally different approach to delivering legal services.

Seyfarth Shaw has over 750 attorneys located in 10 offices throughout the United States, including: Atlanta, Boston, Chicago, Houston, Los Angeles, New York, Sacramento, San Francisco and Washington, D.C., and internationally in London. Seyfarth Shaw provides a broad range of legal services in the areas of labor and employment, employee benefits, litigation, corporate, and real estate. The firm’s practice reflects virtually every industry and segment of the country’s business and social fabric. Clients include over 300 of the *Fortune* 500 companies, financial institutions, newspapers and other media, hotels, health care organizations, airlines and railroads. The firm also represents a number of federal, state and local governmental and educational entities. For more information, please visit [www.seyfarth.com](http://www.seyfarth.com).

