

OPPORTUNITIES TO BETTER SERVE SMES' LEGAL NEEDS THROUGH LAWTECH

INSIGHTS

SMEs don't always understand what legal needs they have

“
I've never actually gone out and got a legal contract done. I've just used a previous contract, okay that looks about right. So, if push came to shove, there wouldn't be very much legal standing for us, I think.
”

SMEs don't know the options available for resolving their issues

“
The key advantage to lawtech is that there are a variety of "off the shelf" offerings, which make me reconsider what my legal requirements actually are. I only know what I know.
”

SMEs are more likely to adopt lawtech services if they know others are using them

“
A lot of the time we ask other businesses who may have had the same situation for their own advice to see what they did in that particular situation.
”

SMEs value affordability, time saving, convenience and simplicity

“
[Lawtech] will help drive down the cost of services due to being more competitive and the providers being aware of this. This is a huge benefit and...transparency of costs and no hidden costs are a massive selling point.
”

Lawtech can be used across the spectrum of legal needs, but SMEs currently consider it for straightforward matters and DIY support

SMEs like the convenience of lawtech but also to be able to speak to an expert

“
I think they would be very useful in helping you manage the less complex legal matters. However, for more serious matters, I would still want to consult a solicitor.
”

SMEs who use technology-enabled legal services value them

“
I had a positive experience, it was easily accessible, quick and ultimately saved me time. I would be far more inclined to use it again rather than use the traditional methods.
”

SME USER JOURNEY

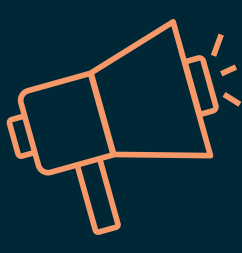
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IDENTIFYING LEGAL NEED

Realising (or not) that they have a legal need

2



ACTION VS INACTION

Deciding whether to do anything about it

3



CHOOSING A SOLUTION

Deciding what to do about it

4



CHOOSING A PROVIDER

If getting help, deciding on that support

5



ADDRESSING LEGAL NEED

Their experience of the process of trying to resolve it

6



RESOLUTION

Their feelings by the end of the process

OPPORTUNITIES TO INNOVATE

DIAGNOSTIC

Help SMEs recognise and understand their legal needs



GROWTH

Target the market opportunity



EDUCATION

Help SME understand what lawtech is and how it can help them. Highlight the business benefits of ongoing legal support and help shift the view of legal services as a last resort



MARKETING

Share success through reviews and testimonials. Extend your reach by engaging with marketplaces and similar initiatives



CLARITY

Ensure clear information on service scope, timelines and costs and the benefits to SMEs of a digital first-offering



CONFIDENCE

Build confidence, awareness and trust in lawtech, including through providing customers the option to speak in person



PARTNERSHIPS

Understand how the market is changing and adapt. Increase connectivity between lawtechs serving SMEs and traditional providers



BENEFITS

Share use cases and success stories

