

Clients rank top firms on price and performance

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A slide presented at the recent CLANZ conference graphically illustrated the price-performance ranking of New Zealand's 14 largest law firms, based on a survey conducted by Team Factors with CLANZ and Thomson-Reuters involving nearly 30% of New Zealand's in-house counsel as key client representatives.

The full rankings, listing New Zealand's 14 largest law firms, are now available in this issue of eCLANZ.

On overall price and performance, none of these firms was considered low performing, or cheap. Presenting the data graphically, however, illustrates relative differences within the upper quadrant at which all of these firms are seen to operate. (Respondents rated firms on a scale of 1 (low) to 5 (high)).

Focusing on the high performance quadrant common to all of these firms, at around 3.6 on the scale, an apparent trend line illustrates the 12 commercial law firms' relative positioning on overall performance and price according to in-house counsel representing the client perspective.

Two firms, Bell Gully and Russell McVeagh, overlap at the top right quadrant of this trend line, with no material difference between their ratings. Two other firms with a strong public sector emphasis appear outside the trend; rating highly on performance yet below average on overall price.

- [Performance list](#) – big law firms ranked on overall performance by in-house counsel as client representatives
- [Price list](#) – big law firms ranked on overall price by in-house counsel as client representatives
- [Price-performance matrix](#) – combining price and performance rankings graphically

CLANZ would like to thank [Team Factors](#) for making this information available first to CLANZ members.