

# BNH helps major law firm retain clients and improve efficiencies

## Background

Pannone Solicitors is a full service law firm with over 300 specialist solicitors and lawyers, based in Manchester. The firm provides a complete range of legal services, including personal injury, major disaster work, and catastrophic injury claims, both in the UK and abroad. The firm is highly regarded for the quality of its work, its expertise in handling complex claims and the size of settlements obtained for clients.

## The Challenge

### Prompt and Cost-Effective Client Service

To provide a high standard of client service, Pannone believes it is important that new clients are seen promptly. This is particularly important in Personal Injury claims, where any delay in responding can result in lost business. The firm needs to get clients to sign up to its terms and conditions before it can start the process of taking witness statements and other evidence. In a highly competitive market, Pannone needs to ensure the client is acquired and retained throughout the claims cycle. However, like most solicitors firms, Pannone does not always have the time or the resources to see each client face-to-face within the first few days after a claims notification; neither would doing so necessarily be cost-effective.

Hence, Pannone needed a reliable and credible partner, somebody clients would be able to trust and feel comfortable with, and who epitomised their own high standards of business practice.

## The Solution

Pannone chose BNH Associates to provide an outsourced professional client management service for its Personal Injury Department. BNH Associates effectively becomes the client's first point of contact with Pannone – its representative in the field - making telephone contact and visiting the end client shortly after first contact with Pannone. BNH manages all documentation sign-off, such as the client care letter; takes witness statements and photographs; and writes expert accident reports. When required, BNH also provides investigation services to locate clients that Pannone isn't easily able to trace.

Charles Layfield, a Partner at Pannone says:

“BNH acts seamlessly as our reliable representative. Our relationship with BNH Associates from a management point of view is just as important as undertaking the work we request. Their professional approach and responsiveness helps us to provide an exceptionally high standard of client service, particularly where the work needs turning around quickly and when the location is remote from our operation.”



**BNH** associates  
The Complete Client Solution



## Benefits – Client Retention

Engaging the services of BNH saves Pannone time and money – and ensures that the client is seen personally – both quickly and in the most cost-effective way.

With clients throughout the UK from Cornwall up to Scotland, one of the biggest advantages to Pannone is that they no longer need to worry about losing clients because of a slow response. The BNH service ensures that all new Personal Injury clients are contacted by telephone within 24 hours, and seen within just days of making contact with the firm.

The reputation and image of the firm is equally as important. BNH individuals who provide the service on behalf of Pannone are professional both in approach and appearance – making the right first impressions and creating positive associations for the firm and its clients. The fact that the majority of the people who work for BNH Associates are experienced former police officers, provides clients with the extra reassurance and confidence they may need.

## Client's View

Charles Layfield comments:

“BNH provide a first class service to both us and our clients. We have found them to be reliable, efficient, and highly credible, whilst at the same time providing a very cost-effective service. The management provides a flexible and tailored solution to meet our needs, and overall we would highly recommend their services.”

## BNH View

Paul Bedwell, director of BNH Associates, said

“BNH has established an enviable track record for providing the complete client solution for the Legal, Insurance and Financial Services sectors. Whatever your requirements in the field, BNH can improve your case turnaround times, increase your profits through higher conversion rates, and offer clients and their end customers a first class customer service. We are delighted to be working with Pannone and look forward to a long and mutually beneficial business relationship.”

## More Information

Find out more about our services on our website

[www.bnhassociates.com](http://www.bnhassociates.com)

Alternatively, call us with your enquiry, on

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or email

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