

Case Study

Leading Law Publisher Engages Custom Panel to Understand its Brand Loyalty and Usage in Transition from Law School to Work Environments

Blind Panel

Challenge

This leading publisher of online and offline law publications and research needed a cost effective and rapid return method of staying in touch with law students and new grads entering the law profession, a group notoriously tough to reach and keep engaged. They sought to better understand the loyalty and usage of their service for law school through professional careers in law firms, government, non-profit and corporate environments.

Solution

We built and managed a panel of 4000 law students and young lawyers, who participated in studies on law profession trends, tested new services and pricing plans, and helped develop new online research tools. We were also able to keep a large majority of members on board over several years to better understand usage and loyalty to this company as they moved from school to professional environments.

Results

Because we were able to track usage and perception of the service over several years, this organization was able to better understand longitudinal behaviors, drivers of long term use, loyalty and satisfaction, impediments and facilitators to continued use after law school. With continuous participation rates of up to 70% and less than 5% attrition rates they were able to put into place retention initiatives to retain a higher percentage of students after they entered the work force.