

Expert insight



Jordy de Vries

Pricing Officer, Houthoff

Jordy specialises in the creation of value-based pricing offers and alternative fee arrangements for clients through the use of big data. He also delivers business intelligence reporting and financial analysis to the firm's management and clients. He has managed large complex data-driven projects, such as Houthoff's implementation of a new financial management system.

In my role as Pricing Officer it is essential to understand how the lawyers in our firm can leverage technology to ensure we are maximising our service. Technology is driving changes in the legal profession.

Clients are increasingly expecting higher value work delivered within shorter periods of time. Clients are aware of the technology available and are expecting that law firms make the most of it. I have already begun to see younger tech-savvy lawyers at my firm creating value out of this more efficient way of working. Although it is still some time before the billable hour disappears, technology is certainly speeding up the process of a shift in the traditional business model. The adoption of technology is moving some of the lower-value services that lawyers do not enjoy doing and can be automated onto fixed-fee or capped-fee rates as this is what clients want. It provides financial certainty for the client and is an incentive for the firm to invest in innovative technology while maintaining good margins for the more commodity type of work. The result is higher value at lower cost within shorter delivery times. It's a triple win.

Our clients are the most important consideration when planning for the future, and through leveraging technology we are building a stronger relationship with them. Technology like Luminance allows for more transparency between firms and their customers, building trust that their money is being spent on efficient teams who are using their time wisely. By not being weighed down by lengthy, low-value tasks, lawyers can free up time in order to concentrate on communicating and collaborating with the client, building their relationships and better understanding the businesses they are working with and dedicate their time to highly complex advisory work. In this way they will retain the important role as trusted advisor to a customer, not a contract processor.