



case studies



How Mayo Wynne
Baxter won back a
disgruntled client with
TwentyConvey Alerts

Mayo Wynne Baxter is an established conveyancing firm in the South East. The law firm uses our Convey Alert tool to notify them when former clients move again. Their goal is to offer their services for the new property transaction. The tool helps source new instructions and boosts client retention.

Conveyancers typically use the tool to reconnect with satisfied clients, but in this case study, we explore how it revived a relationship with a dissatisfied one. *(Note that the client's dissatisfaction stemmed from something beyond the law firm's control.)*

Here is our short interview with Mayo Wynne Baxter's Simon Fuller:

“We use the Alerts consistently daily. As they come through, it is my first job of the day to just get those emails out.”

QUESTION 1

HOW DO YOU CONTACT CLIENTS WHEN YOU RECEIVE A CONVEY ALERT?

I tend to always e-mail as it's less intrusive. It's not a hard sales thing really, it just gives people the opportunity to respond or not. We use the Alerts consistently daily. As they come through, it is my first job of the day to just get those emails out. We've had some good instructions from the tool this week.



QUESTION 2

WALK US THROUGH THE CONVERSATION YOU HAD WITH THE UNHAPPY CLIENT.

This client received my email and then he rang me. There was no record that he'd made a complaint. He explained that he wasn't inclined to use us again because he'd had a bad experience. When I investigated, it turned out to be the case that on that day he'd hoped to exchange contracts, his solicitor had experienced a personal emergency, and we had to place the client with a different solicitor.



QUESTION 3

THIS WAS QUITE AN UNPRECEDENTED SITUATION. HOW DID YOU CONVINC THE CLIENT THAT YOU WOULD TURN THE SITUATION AROUND OR HOW WOULD YOU DO SO FOR ANY UNHAPPY CLIENT?

It was a case of a bit of backwards and forwards. The client was asking, 'Can you assure me that someone else will deal with my case? Can you assure me that this situation won't happen again?' He said he would get some more fee estimates first before deciding.



QUESTIONS 4 & 5

HOW DID YOU ADDRESS THEIR CONCERNS DURING THE CONVERSATION?

In the end, after some toing and froing, he did ring to say, 'I've got a buyer for the place, and we will go ahead if you can assure me that all the things you say will happen.'



WHAT STRATEGIES DID YOU USE TO RE-ENGAGE THEM AND CHANGE THE CLIENT'S OPINION?

It's just a case of working out where the complaint was and trying to assure him that it wouldn't occur again if we could do anything about it.

QUESTION 6

ONE OF THE DEFINING FEATURES OF MAYO WYNNE BAXTOR IS ITS FOCUS ON BUILDING AND MAINTAINING CLIENT RELATIONSHIPS. WHAT SPECIFIC IMPROVEMENTS HAS YOUR FIRM MADE SINCE THE CLIENT'S PREVIOUS TRANSACTION?

We have a process. At certain points of a transaction, the client will just get a very simple email that says 'Rate your feelings about how things are going so far. A smiley face, a straight face and a sad face.' Then if they respond with a straight face or sad face, we have the opportunity to ring the client and ask, 'Where are we not doing well for you?'



QUESTION 7

WHAT DID YOU LEARN FROM THIS EXPERIENCE ABOUT HANDLING UNHAPPY CLIENTS? HOW HAS THIS INFLUENCED YOUR APPROACH TO CLIENT RELATIONSHIPS MOVING FORWARD?

I placed him with the senior partner and explained this to the previous solicitor. It is probably in my nature that I would have fought for his business. We worked out what had gone wrong and reassured the client that it wouldn't happen again if we could do anything about it. (Obviously, a personal emergency was outside of our control.)



Thanks to this proactive and empathetic approach, the former client chose to give Simon's firm another chance. The team successfully managed the client's new property transaction, turning a once dissatisfied client into a loyal and satisfied customer.

This case demonstrates how conveyancers can maintain strong relationships with satisfied clients and win back those with previous negative experiences. By using the Convey Alert tool and approaching every client interaction individually, conveyancers can boost repeat business opportunities and enhance their reputation.

TwentyConvey can help you to reconnect with your former clients with Convey Alerts. If you sign up, you'll receive a notification alerting you when your former clients have newly listed their property for sale so you can send an email or give them a call to see if they want to use your services again for the transaction.

We also have a Market Insight tool that helps law firms to track their market share, find out how their competitors are performing and gain vital market insight.

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