



## Reinhart Recognized as Leader in Client Recommendations in 2014 BTI Brand Elite

MILWAUKEE – Reinhart Boerner Van Deuren s.c. (Reinhart) is recognized as a leader in client recommendations in *The BTI Brand Elite: Client Perceptions of the Best-Branded Law Firms 2014*. BTI's research is based solely on independently gathered corporate counsel feedback.

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BTI's analysis measures top-of-mind recognition of nearly 450 law firms based on unbiased, direct feedback from more than 300 individual interviews with in-house counsel at the world's largest organizations. During the course of one-on-one in-depth interviews conducted in 2013, BTI probed clients as to which law firms they associate with the nine distinct characteristics driving the selection, consideration and hire of new law firms. Those characteristics include:

- Recommended: Clients recommend you first to peers and colleagues without prompting
- Survivors: More likely than others to be an industry leader over the long term
- Movers & Shakers: Delivering new and valuable services or behaviors other firms don't

In late 2013, Reinhart was also recognized as a client service leader in the [BTI Client Service A-Team 2014](#).

Reinhart has an established tradition of placing service at the forefront of its client relationships. That tradition is expressed in a formal set of [Client Service Standards](#). In addition, Reinhart has a designated team of Client Service Advocates available for direct client contact, fostering an "open door" policy for feedback to quickly address concerns and opportunities.

### About BTI Consulting Group

BTI is the leading provider of strategic research to the legal community—performing more market research about law firms than virtually anyone. BTI has helped more than 150 law firms and professional services firms improve client service through compelling research and advice. BTI conducts the only continuous benchmarking market study in the legal services industry.



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