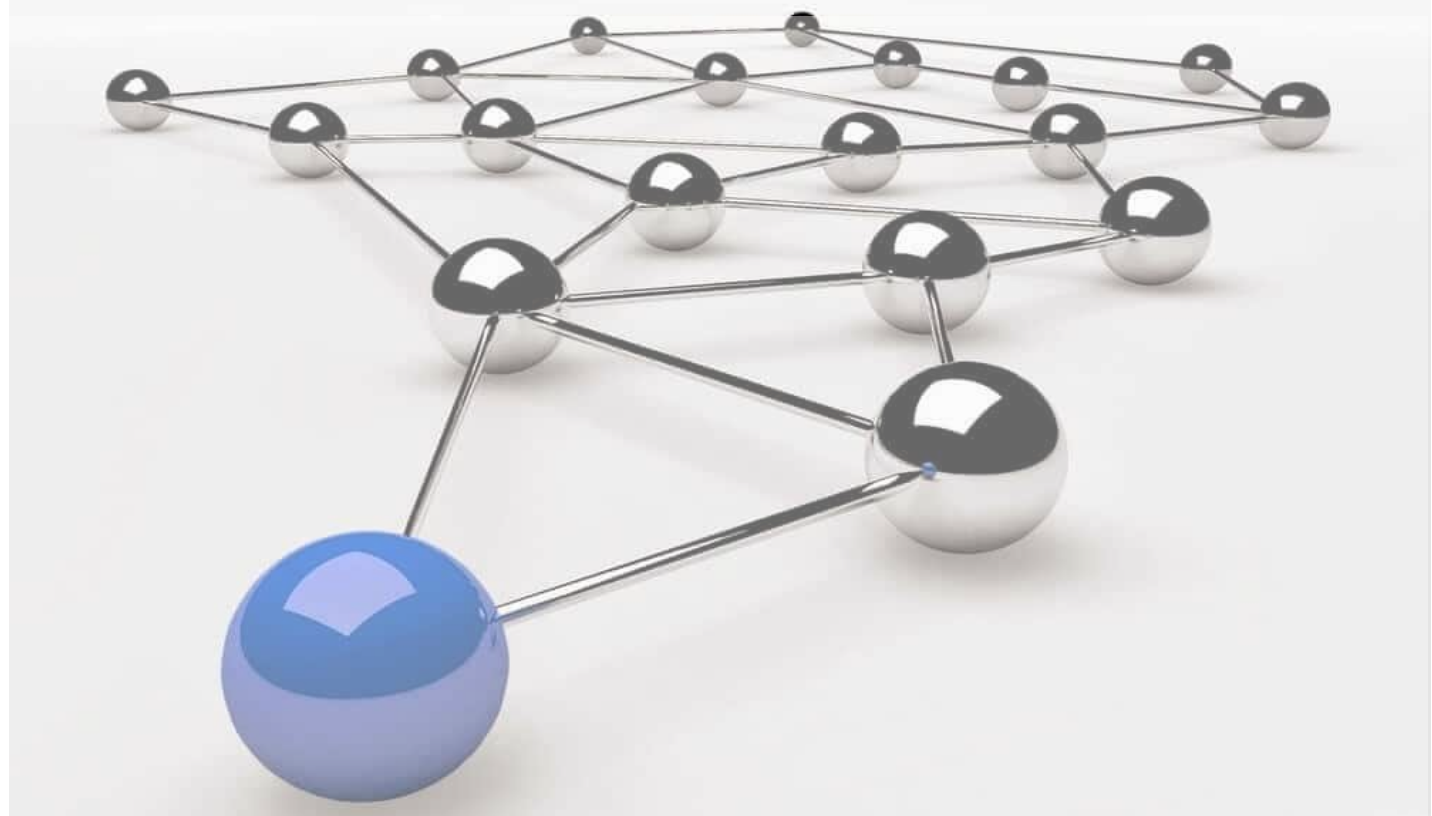


# BTI Litigation Outlook 2022

## Methodology



# Our Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

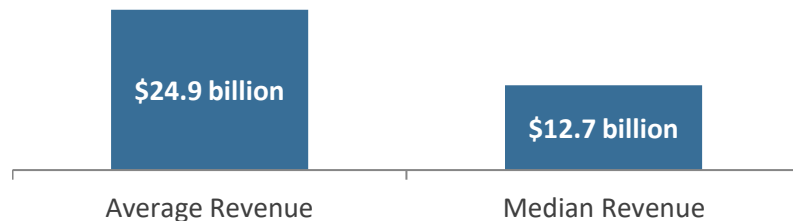
## Survey Participant Demographics

Interviews	More than <b>350</b> in-depth telephone interviews
Time Frame	Conducted between <b>March 10, 2021</b> and <b>September 16, 2021</b>
Incentives	Respondents receive a complimentary report of benchmarks and deal activity

## Legal Decision Makers Responsible for Litigation

- Head of Litigation
- Chief and Vice President of Litigation
- General Counsel/Chief Legal Officer
- Direct report to General Counsel

## Organizations with Highest Levels of Legal Spending



## Representative of more than 15 Industry Segments

- Banking
- Chemicals
- Consumer Goods
- Energy
- Financial Services
- Food & Agricultural
- Health Care
- High Tech
- Insurance
- Manufacturing
- Pharmaceuticals
- Professional Services
- Retail Trade
- Real Estate
- Telecom
- Transportation
- Utilities
- Wholesale Trade

***BTI Litigation Outlook 2022** is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 20,000 corporate counsel client interviews conducted over the span of 20 years.*

***This research is independent and unbiased — no law firm or organization other than BTI sponsors this study.***

*Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.*

*Participants are granted confidentiality at the individual and organizational level.*

# BTI Consulting Group

## About Us



# What We Do

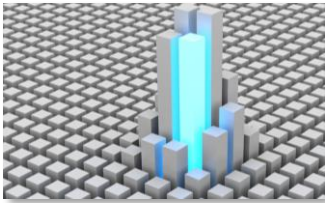
For 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs. We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers, and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



## Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



## Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



## Client Service Excellence

We help you redefine how clients think about you and your firm for the short- and long-term.



## Market Research and Insightful Client-Centric Reports

Authoritative, innovative, and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts and more are the industry gold standard.

# Market Research, Expertise, and Insights

AUTHORITATIVE, INNOVATIVE, AND PRACTICAL ADVICE FROM OUR RESEARCH

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

All of our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

Order today at [bticonsulting.com](http://bticonsulting.com)

## BTI M&A Outlook 2022



M&A activity is about to set a record — 71% of large corporations will be pursuing acquisitions by October 30, 2021. You have only one source to map out the opportunities — the BTI M&A Outlook 2022. Get there first and learn exactly how clients are picking their M&A firms, dealing with all the firms getting into this market, and the industries where the action is.

 **Order Now**

## BTI Practice Outlook 2021



The pandemic continues to have a profound impact on legal spending, though client needs are becoming more defined. Growth for law firms in 2021 is dependent on understanding these key trends driving outside counsel spending next year. Learn more about what these trends mean in the complete BTI Practice Outlook 2021.

 **Order Now**

## BTI Client Service A-Team 2021



Long considered the gold standard in measuring client service performance by clients and law firms alike, the BTI Client Service A-Team 2021 is the only source for measuring client service solely from the client perspective. Now in its 20th year — this is the most important edition ever with 350 new, in-depth interviews conducted during the pandemic.

 **Order Now**

---

# Questions? Comments?



## Michael B. Rynowecer, President

For questions, research inquiries, and information on BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

**[mrynowecer@bticonsulting.com](mailto:mrynowecer@bticonsulting.com)**

Visit Us  
**[bticonsulting.com](http://bticonsulting.com)**

Subscribe to BTI's Blog  
**The Mad Clientist**

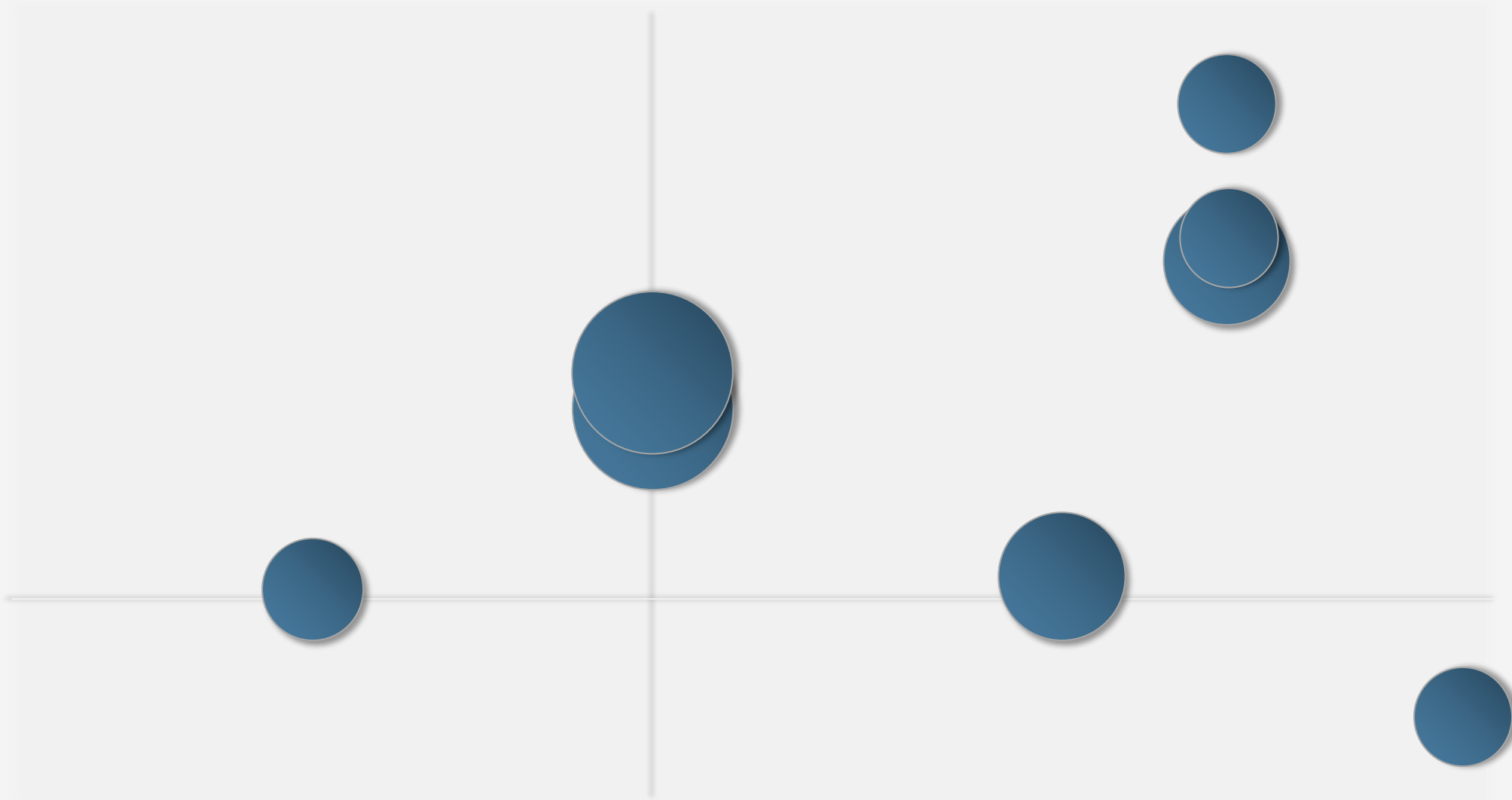
Follow BTI Consulting



---

# Terms of Use

This copy of ***BTI Litigation Outlook 2022: Post-Pandemic and Beyond*** is licensed to you for private, noncommercial use for internal, company purposes. No portion of this information may be copied or transmitted in any form, shape, or manner without the prior written consent of The BTI Consulting Group, Inc., of Wellesley, MA. Any violation of this license may be punishable by applicable federal statutes and subject the user to additional and compensatory licensing fees. Copyright ©2021 by The BTI Consulting Group, Inc.



The BTI Consulting Group, Inc.  
396 Washington Street, Suite 314  
Wellesley, MA 02481  
+1 617 439 0333  
[bticonsulting.com](http://bticonsulting.com)