

Methodology and Approach

2023 Survey Participant Demographics

BTI Client Service A-Team 2023 draws on data collected in BTI’s ongoing Annual Survey of General Counsel. This study includes between 50% and 55% of companies participating in prior years. This approach provides for accurate analysis of longitudinal trends while simultaneously allowing for insights into new, changing, and coming shifts in the legal market.

INTERVIEWS: More than **350** in-depth interviews

TIME FRAME: Conducted between **September 2022** and **February 2023**

INCENTIVES: Contributors receive a complimentary report of legal benchmarks and metrics

Highest-ranking Legal Decision Makers

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- Other Legal Decision Maker



No law firm submissions, self-referrals, firm referrals, suggestions, or payments are accepted for inclusion.



All interviews with top legal decision makers are confidential and anonymous, by company and person.



Probed more than 350 top legal decision makers at large organizations with \$1 billion or more in revenue.



The BTI Client Service A-Team 2023 draws solely on in-depth, telephone-based interviews as part of BTI’s ongoing Annual Survey of General Counsel, now in its 22nd year.



BTI is the sole sponsor of this research. BTI funds the research and controls the editorial content.

Representative of More Than 15 Industry Segments

Companies ranged in size from \$1 billion in revenue to the largest companies in the world.

Banking	Health Care	Professional Services
Chemicals	High Tech	Retail Trade
Consumer Goods	Insurance	Telecom
Energy	Investment Banks	Transportation
Financial Services	Manufacturing	Wholesale Trade
Food & Agriculture	Pharma	