



Unlocking Client Insights with AI.

How AI is reshaping client listening for law firms.

Presented by

Illitch Real, CEO of Rubiklab

Ben Kent, Founder of Meridian West



Rubiklab

AI powered research

AI-powered research and analytics innovators since 2022.

Meridian West

20+ years expertise in professional services consulting.

Our collaboration

Meridian AI – Combining advanced AI with sector expertise.

Our mission

Revolutionize how professional services firms understand and serve clients.



The Challenge.

Client

Mills & Reeve – Top 50 UK law firm, 1,000+ employees, 6 offices.

Existing process

Annual Fearless Feedback survey (1,000 clients).

New initiative

5-year strategy review with 60+ hours of client interviews.

Challenge

Efficiently analyze vast amounts of qualitative data.

Goal

Extract actionable insights to drive client-centric strategy.





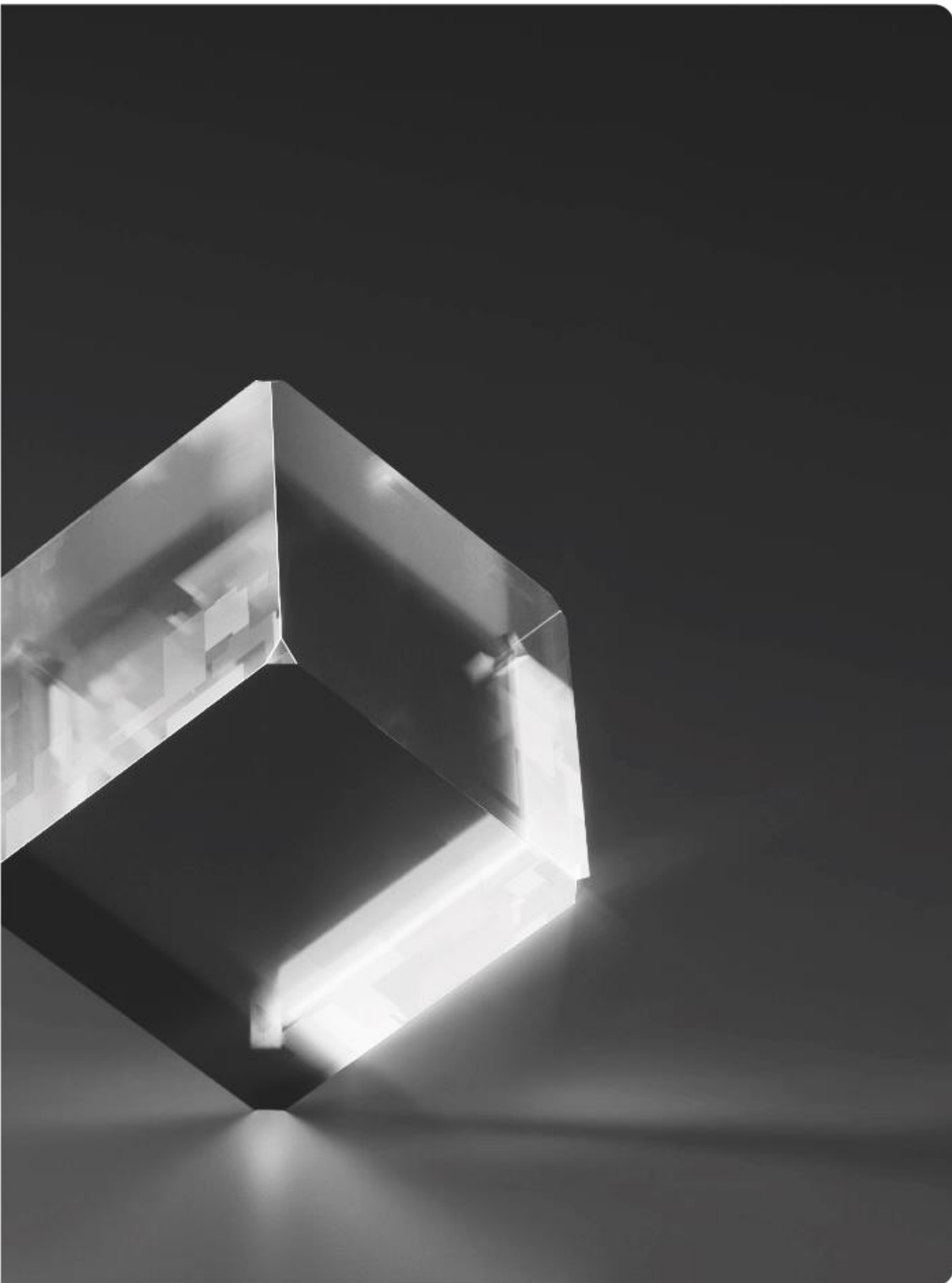
The Mills & Reeve Project.

5-year strategy review

- 60+ hours of in-Depth client interviews.
- Diverse client base across sectors.

Objective

- Transform raw data into strategic insights.



Introducing Meridian AI.

Core technology

Advanced NLP, statistical models, proprietary algorithms.

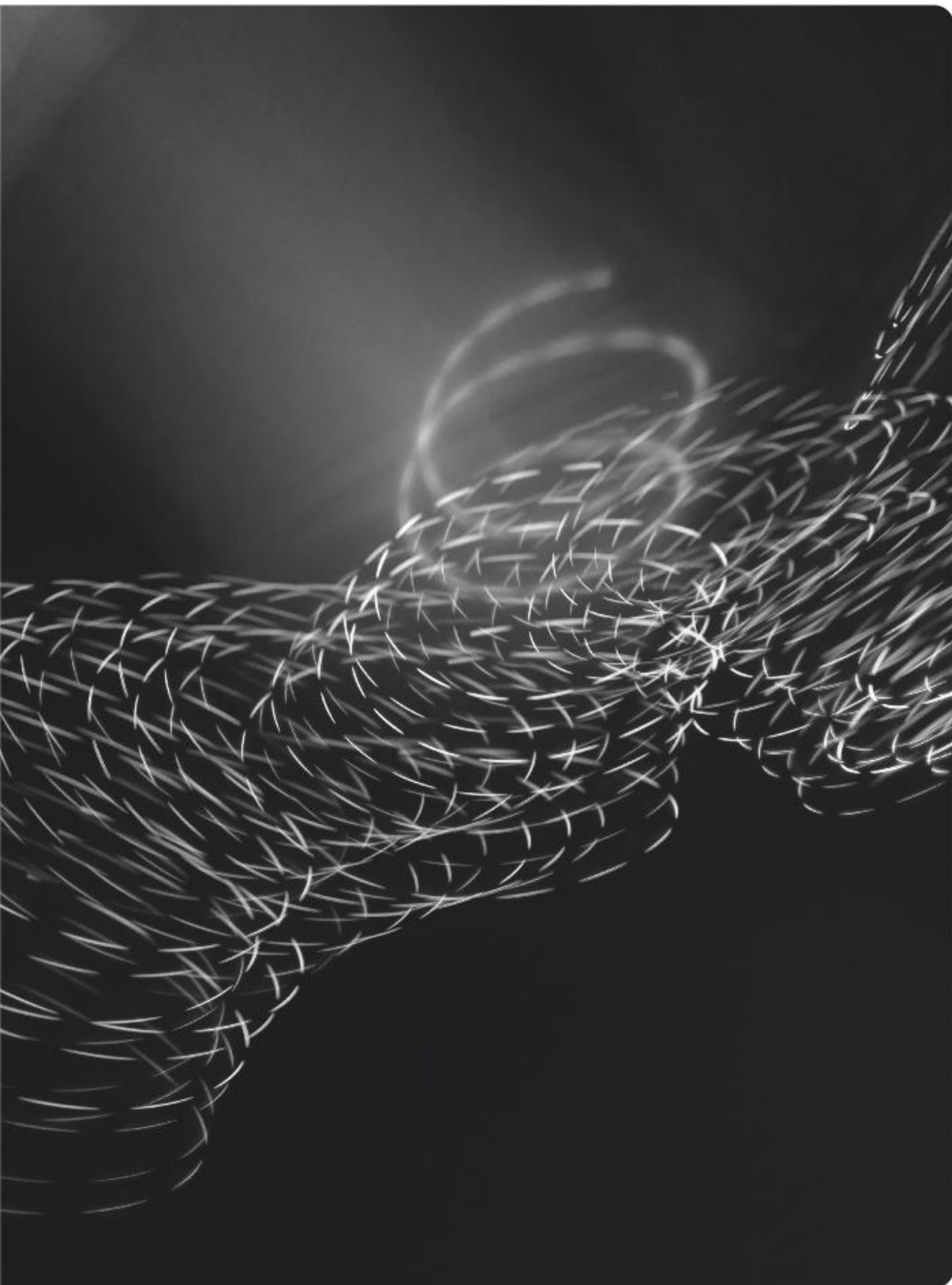
Key features

- Automatic transcription and summarization.
- Thematic analysis across multiple data sets.
- Natural language query interface.

Benefits

- 95% time savings.
- Scalable knowledge base.
- Unbiased, comprehensive analysis.





Meridian AI in Action.

Step 1: Rapid transcription of 60+ hours of interviews.

Step 2: Automatic generation of executive summaries.

Step 3: Thematic analysis across all data sources.

Step 4: Identification of emerging trends and patterns.

Step 5: Generation of actionable insights. Key outcomes.

Meridian AI < filters >

[← Home](#)

Main analysis:

- Executive summary

Themes

- Client relationships
- Events and seminars
- Training and development
- Responsiveness
- Pricing transparency
- Value for money
- Commercial awareness
- Proactivity
- Technical expertise
- Communication

Filters:

[Set filters](#)

[Talk to your data](#) ↑

Technical expertise

The legal landscape demands **high-level technical pi**
bridge the gap between complex legal concepts ar
oriented advice.

Law firms are expected to demonstrate **deep sector l**
appreciate lawyers who can **anticipate potential lega**

There is a growing emphasis on **commercial awarene**
This includes being able to identify and manage risks

The ability to **leverage technology** is becoming incre
there's also recognition that **personal relationships a**

Top themes

Click on any of the paragraphs to deep dive

- **Specialized Legal Expertise**
*Lawyers are expected to possess deep knowledge in
goes beyond general legal knowledge to include a th
challenges and regulations. It involves the ability to p
needs of each client's business.*
- **Industry-Specific Knowledge**
*Lawyers are valued for their understanding of specifi
with industry trends, challenges, and regulatory envi
have a deep understanding of their business context
specific needs and practices.*
- **Technology Integration in Legal Services**
*The legal industry is increasingly embracing technol
includes the use of advanced software for document
platforms for client communication. However, there's
technology and maintaining the personal touch that*
- **Proactive Legal Advisory**
*Clients value lawyers who can anticipate potential le
involves staying ahead of regulatory changes, identifi
offering strategic guidance to help clients navigate c
is seen as a key differentiator in the competitive lega*

Thematic Analysis.

Top themes identified

- Client service expectations.
- Industry-specific challenges.
- Technological adoption.
- Value perception.

Sub-themes and interconnections

Sentiment analysis per theme





Natural Language Queries.

Example queries

- “What do education sector clients think about our technology offerings?”.
- “How does client satisfaction vary by service line?”.
- “What emerging trends are affecting our financial services clients?”

Real-time response generation with source citations





Key Outcomes.

Time efficiency

- 3 weeks → 2 days (95% reduction).

Depth of analysis

- Uncovered nuanced patterns across large datasets.

Strategic impact

- Informed “client experience first” strategy

Scalability

- Created reusable framework for future analysis.

Team empowerment

- Freed up human expertise for strategic interpretation



The Human Element.

AI as augmentation

- Enhancing, not replacing, human expertise.

Freeing up time

- From data processing to strategic thinking.

Enhancing decision-making

- Data-driven insights supporting human intuition.

Continuous learning

- AI insights informing professional development.

	Traditional Methods.	AI Powered Approach.
Time	3 weeks	2 days
Resources	Intensive human effort	Minimal human oversight
Features	Potential for bias, inconsistency	Consistency, depth, objectivity





Kirsty Shenton, Head of Client Care,
Mills & Reeve

Client Testimonial.

“The AI tool is great, and my team are using it continually. It has moved us forward massively. It helps us to get to the nub of what we’re trying to get to”.

Impact: Transformed client listening program.

Result: More targeted, data drive strategic decisions.



Beyond Client Listening.

Thought leadership

- Identifying cutting-edge topics from client conversations.

Industry analysis

- Spotting trends across sectors.

Business development

- Hyper-personalized insights for client teams.

Employee engagement

- Analyzing internal feedback for cultural improvements.

Competitive intelligence

- Synthesizing market perception data.



Conclusion.

Meridian AI

Transforming client insights in professional services.

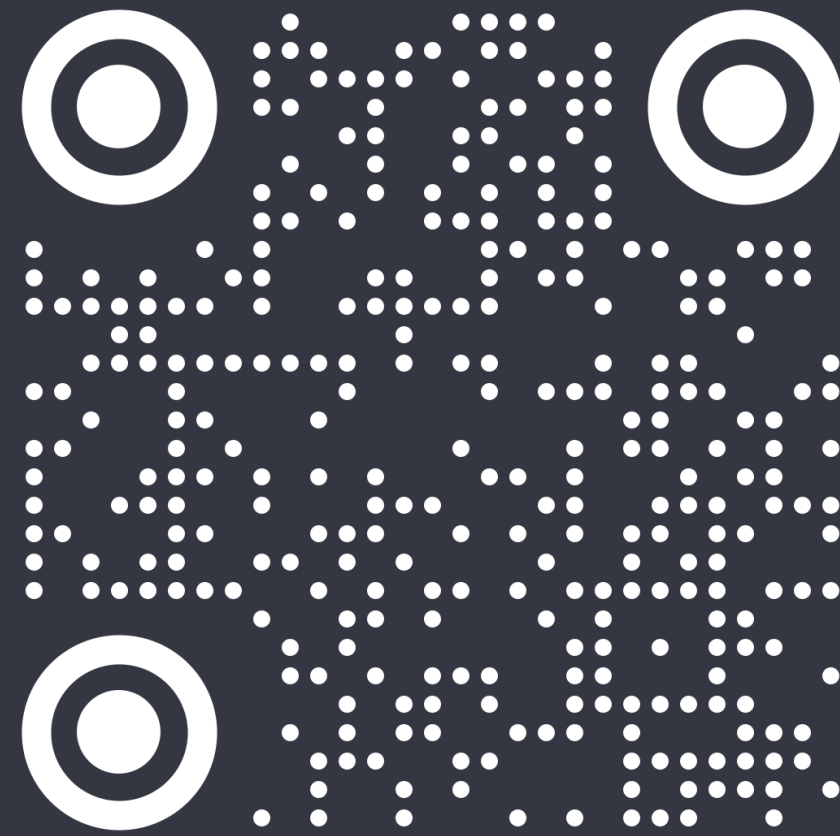
Key takeaways

1. Dramatic time saving.
2. Deeper, more objective insights.
3. Scalable knowledge management.
4. Enhanced strategic decision-making.



Questions and answers.

Next steps: Book a demo to see Meridian AI in action.



Rubiklab
AI powered research 

Meridian West 

Thank you.

Contact:

Illitch Real: illitch.real@rubiklab.ai

Ben Kent: bkent@meridianwest.co.uk