Three weeks of interview analysis, finished in two days

Mills & Reeve wanted its next five-year strategy built on what clients actually said. CoreClarity turned more than 60 hours of recorded interviews into themes, summaries and answers the client care team could question directly.



Analysing more than 60 hours of client interviews



Bars are drawn to scale, counting three weeks as fifteen working days.

A listening programme with a reputation

Mills & Reeve's Fearless Feedback programme is widely recognised as one of the best client listening programmes in professional services. Kirsty Shenton, Head of Client Care, leads it with a client care team of five, and around 1,000 clients answer its six-question survey each year.

Client experience groups, which include senior board members, people from across the business and the client care team, work through the data every year to find pinch points and decide what to do about them. Working with client experience partners across the firm, they use it to make improvements from the bottom up.

1,000
clients respond to the survey each year

6
questions in the Fearless Feedback survey

60+
hours of deep-dive client interviews for the strategy review

5
people in the client care team

A five-year strategy needs more than a gut feel

Every five years the firm runs a detailed strategy review, drawing on deep-dive interviews with clients. The last one was in 2019, before a global pandemic and before generative AI became part of everyday work. The firm now has four generations working in the business, and it needs to understand how that fits with what clients expect.

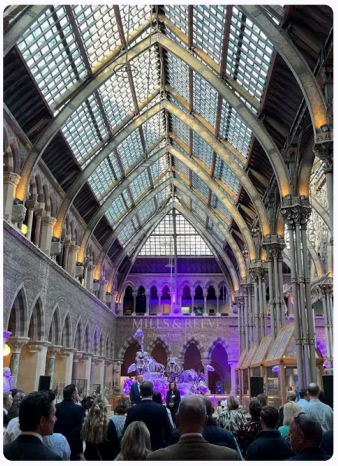
This time the interviews ran to more than 60 hours. Working through the transcripts and video by hand would have taken three full weeks of intensive analysis.

> **We designed the questionnaires and led the interviews so had a gut feel for what we were being told, but a gut feel is not good enough to determine a five-year strategy.**
>
> **Kirsty Shenton**, Head of Client Care, Mills & Reeve

The right use case at the right time

Meridian West has known the Mills & Reeve team for several years, joining marketing and client care team meetings and presenting to the firm's partnership. When the firm began looking at where AI could help, the strategy review gave it a real test.

Working alongside the firm's chief technology officer, marketing director and digital teams, Mills & Reeve put the interview data through CoreClarity, the AI platform Meridian West had just launched.



A Mills & Reeve event.

> **The timing was perfect, the firm was looking at AI and how it can assist us. The strategy review and the large amount of data it created was the perfect use-case we needed to see what AI could do.**
>
> **Kirsty Shenton**, Head of Client Care, Mills & Reeve

What CoreClarity does with the data

CoreClarity transcribes each interview and writes a clear, readable summary of it. Across the whole dataset it picks out the main themes and presents them visually and in text.

The part the Mills & Reeve team value most is the ability to interrogate the material further. It can pull out interesting and significant quotes. Users can ask it what education clients think about a particular issue, or whether tech businesses share a particular concern, and get an answer drawn from the interviews themselves.

The result: three weeks of manual analysis done in two days.

Beyond the strategy review

The client care team now use CoreClarity continually, and the firm can see uses well beyond this project.

> **It is providing much more than insights on client listening and strategy, it can provide genuine thought leadership insights across the firm.**
>
> **Kirsty Shenton**, Head of Client Care, Mills & Reeve

The next step is hyper-personalised insight. That lets a firm like Mills & Reeve shape its strategy and also give its people the insights that support business development.



Mills & Reeve's office.

> **CoreClarity helps us make greater sense of our clients' industries. It has moved us forward massively. It helps us to get to the nub of what we're trying to get to.**
>
> **Kirsty Shenton**, Head of Client Care, Mills & Reeve

About CoreClarity

Meridian West developed CoreClarity with the AI company Rubiklab for professional services and B2B firms that want more from their client insights and interviews.

Where off-the-shelf generative tools sit apart from a firm's own processes, CoreClarity fits the way the firm already collects data. It handles large volumes of qualitative material from surveys, interviews and other sources, and identifies themes, sentiment and trends across multiple datasets. Users explore and visualise what it finds, ask specific questions and get tailored answers, and security stays a priority throughout.

See what CoreClarity would do with your client interviews

If your firm has hours of interviews or a stack of survey responses waiting to be analysed, we'll show you how it works on material like yours.

Talk to Meridian West | Visit CoreClarity