

# The role of KM in new business models

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# Emerging B2C business models

- Branded Chains
- Comparison websites
- Service websites
- Retail
- Legal Insurance
- Niche specialists

Quality Solicitors  
CompareLegalCosts  
RocketLawyer  
Co-op  
DAS  
Maurice Turnor  
Gardner



# Emerging B2B business models

- Multi-disciplinary firms
  - Consolidators
  - Managed legal
  - Outsourcing (LPO)
  - Mexican Wave
  - Niche specialists
  - Virtual firms
  - Alliances
- PWC  
Greenberg Traurig  
BLP / Thames Water  
Rio Tinto / CPA  
Freshfields / TLT  
Kemp Little  
Axiom  
Lex Mundi



# Knowledge priorities 1 of 5:

## Analyse and document workflow and process

- agree new ways of working with key clients
- scope, price, manage fixed fee work
- transfer work to 3rd party (outsourcing, Mexican wave)
- enable remote or virtual workers
- share best practice with alliance partners
- maximise benefits from merger or acquisition



# Knowledge priorities 2 of 5:

## Convert know-how into product

- compete with on-line 'Do It Yourself' providers
- deliver value-added service to key clients
- attract more regular traffic on-line
- respond to fee pressure in commodity work
- provide a 24 /7 /365 service to clients



# Knowledge priorities 3 of 5:

## Develop true thought leadership in your specialisms

- compete as leading specialists
- create clear differentiation (USP)
- attract and then support leading specialists
- support exceptional technical training
- feed the on-line information 'beast'
- build asset value in alliances and mergers



# Knowledge priorities 4 of 5:

## Leverage client knowledge to create value

- inform brand and proposition development
- create attractive and 'sticky' on-line channel
- tailor packages to retain key clients
- unlock value of CRM contact data with analysis
- share client information with firm and collaborators



# Knowledge priorities 5 of 5:

## Seamless collaboration

- provide clients with access and flexibility
- eliminate duplication to improve efficiency
- connect remote workers and 'partners'
- emphasis 'know who' via social media, video
- share client information with firm and collaborators
- deliver 'same office' service from alliances & networks

