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**FIRM NEWS**

## **Lathrop GPM Named a Client Service Heavyweight**

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May 8, 2020 – Lathrop GPM has been named a “Midsize Heavyweight” for “bringing the same level of confidence and reliability [to clients] as the big firms.” The nationwide report, [“Clients Single Out 37 Midsize Law Firms Punching Way Above Their Weight,”](#) was released May 6, 2020 by BTI Consulting Group.

“Clients report these firms bring industry understanding and the most important factor – an unfailing commitment to help,” according to BTI. This recognition places Lathrop GPM and its attorneys among “the most active in providing up-close counsel and trusted advice.”

The report states that law firm size is not the biggest indicator of client satisfaction. In fact, BTI reports, clients favor firms that display clear and unequivocal commitment, have industry knowledge, are able to educate clients on new industry insights, provide great client service, and receive positive feedback from other clients.

BTI Consulting Group is a leader in providing client feedback research to legal and professional services firms. This most recent report is based on more than 340 in-depth interviews across 17 industries in the U.S. It is independent of any law firm influence or client referrals.