

THE CLIENT EXPERIENCE (CX) MATURITY MAP

Where Your Firm *Actually* Sits. And Why It Matters.

The logo for Modern Split Media is centered within a solid dark blue rectangular box. The words "MODERN SPLIT" are written in a light green, sans-serif, all-caps font. A thin horizontal line of the same green color is positioned directly beneath "MODERN SPLIT". Below this line, the word "MEDIA" is written in the same green, sans-serif, all-caps font.

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A Quick Reality Check

Most family law firms don't have a client experience strategy.
They have a collection of well-intentioned efforts.

A solid intake process.
A responsive team.
Some automation.
A few resources.

Individually? Fine.
Collectively? Inconsistent.

And inconsistency is what clients actually feel.

If you've completed the CX Audit, you now know what's happening.

This map answers the more important question:

What level is your firm actually playing at?

The 4 Levels of Client Experience

Level 1: Reactive

"We respond when clients need us."

- Clients chase updates
- Staff answers the same questions repeatedly
- Communication varies by attorney
- Experience is inconsistent and unpredictable

Reality: You're delivering legal work, not a managed experience.

Level 2: Operational

"We have systems. That should be enough."

- Intake is structured
- Response times are reasonable
- Some automation is in place
- Basic education exists

Reality: You've reduced friction, but you haven't designed the experience.
Everything works... until it doesn't.

Level 3: Structured

“We’ve defined how the experience should feel.”

- Clear communication standards
- Proactive updates
- Education embedded throughout
- Client journey is mapped
- Staff trained to a **defined** standard

Reality: The experience is intentional and consistent.

Level 4: Strategic

“Client experience is a leadership function.”

- CX is owned at the leadership level
- Decisions are made with experience in mind
- Feedback loops drive improvements
- Experience is consistent across the firm
- Referrals and retention are predictable

Reality: Client experience is no longer managed; it’s led.

The Gap Most Firms Miss

Most firms believe they’re operating at Level 3.

Most are still firmly in Level 2.

Why?

Because:

- Systems ≠ strategy
- Responsiveness ≠ experience
- Information ≠ clarity

Checking boxes, even a lot of them, does not create a cohesive client journey.

What Actually Moves a Firm Forward

It’s not:

- More software
- More hiring
- More checklists

It is:

- **Leadership attention**
- **Intentional design**
- **Clear ownership of the client experience**

Moving up a level isn’t operational.

It’s strategic.

The Only Question That Matters

After reviewing your audit and this map:

**Are you intentionally leading the client experience...
Or hoping it holds together?**

How to Use This

- Use the **CX Audit Checklist** to identify what's happening
- Use this **Maturity Map** to understand your level
- Focus on moving **one level up**, not fixing everything at once

The goal isn't perfection.
It's progression. With intention.

If you'd like expert help turning this plan into a streamlined, client-centered system that boosts referrals and saves you time...

Not sure where to start? Not to worry. [Request a Private Consultation today](#)