

Law.com Quotes Jeanne Hammerstrom on Client Feedback Programs

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Jeanne Hammerstrom, Chief Marketing Officer at Benesch, was recently quoted in the Law.com article, "*Designing a Client Experience That Actually Differentiates Your Firm.*" The article explores how law firms can differentiate themselves through a strong client experience, emphasizing proactive communication, responsiveness, billing transparency, relationship-building, and structured client feedback programs rather than simply claiming to be "client-focused."

Jeanne emphasized that the true value of a client feedback program lies in the actions taken after feedback is received, noting that firms must respond promptly, involve the right people, track follow-up efforts, and demonstrate to clients that their input drives meaningful change.

More: [Designing a Client Experience That Actually Differentiates Your Firm | Law.com](#)