

# Research on Digital Transformation of Corporate Legal Services under the Background of Internet+

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## Abstract

With the rapid advancement of internet technology, industries across the board are embracing digital transformation, and the corporate legal services sector is no exception. In the context of the “Internet+” era, the digital transformation of corporate legal services is not only an inevitable trend but also a crucial pathway to enhancing the efficiency and quality of legal services. This article explores the current state of corporate legal services in the digital age, the major challenges faced, and the strategies for addressing them. By examining the introduction of legal tech tools, the refinement of legal and policy frameworks, internal organizational changes, and the optimization of client experience, this article aims to provide comprehensive guidance and reference for the digital transformation of corporate legal services.

## Keywords

internet+, corporate legal services, digital transformation

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## 1. Introduction

In the era of globalization and information technology, the rapid advancement of internet technology is profoundly transforming the operational models across various industries. As a crucial field of professional services, corporate legal services are facing unprecedented pressures of change. The traditional legal service model, characterized by high costs, inefficiencies, and regional limitations, can no longer fully meet the demands of modern enterprises. The rise of the “Internet+” paradigm brings both new opportunities and challenges to the legal services industry. Through digital transformation, corporate legal services can achieve more efficient, precise, and convenient service methods, addressing the legal needs of businesses in a complex and dynamic commercial environment. However, digital transformation is not without its hurdles. The rapid development and application of technology, adjustments in legal and policy frameworks, internal organizational changes within enterprises, and clients' adaptation to new service models are all significant challenges to be overcome during the transition. The pressing issue for the corporate legal services sector today is how to leverage internet technology effectively in a digital context to enhance the quality and efficiency of legal services. This paper aims to provide theoretical support and practical guidance for the digital transformation of corporate legal services by analyzing the current state of these services under the “Internet+” context and exploring strategies and countermeasures for their digital transition (Chanias et al., 2019).

## 2. The Current Situation of Corporate Legal Services in the Context of Internet+

## 2.1 Overview of the Legal Services Industry

The legal services sector, as a crucial pillar of the socio-economic framework, has traditionally operated through face-to-face consultations, contract drafting, and litigation representation. While this conventional model possesses irreplaceable advantages in terms of rigor and professionalism, it is increasingly challenged by high costs, inefficiency, and limited service coverage. In an era marked by accelerating economic globalization and information technology, the legal issues faced by businesses have become more complex and varied, rendering the traditional model inadequate to fully meet the demands of the modern age. Typically relying on the specialized skills and experience of lawyers, this traditional approach results in high service costs and a sluggish match between supply and demand. For small and medium-sized enterprises and startups, the steep fees for legal services often pose a significant burden. Additionally, the constraints of time and space in traditional legal services hinder businesses from obtaining timely and effective legal advice. Asymmetry in information transmission and cumbersome processes often leave businesses in a reactive stance when addressing legal risks. However, with the rapid advancement of information technology, the legal services industry is gradually entering a new era of digitalization and intelligence. The proliferation of internet technology and innovations in legal tech have introduced unprecedented opportunities for transformation within the sector. The advent of online legal service platforms and intelligent legal tools has enabled swift dissemination and extensive provision of legal information and services. This not only reduces service costs but also significantly enhances accessibility and efficiency. The digital transformation has breathed new life into the legal services industry, offering more flexible and diverse service models. Through online platforms and smart contract technologies, businesses can now access immediate legal consultations and utilize data analysis and artificial intelligence for risk forecasting and decision support. This shift not only improves the quality and efficiency of legal services but also drives the industry toward greater standardization and transparency, providing more precise and personalized services to businesses of varying sizes and types. The overview of the legal services industry reveals that the limitations of the traditional model are being progressively dismantled by digital transformation, with new service models continually expanding the industry's boundaries. This evolution is not only a result of technological progress but also an inevitable response to the industry's adaptation to shifting market demands. As digital transformation advances, the legal services industry is poised to discover new directions for development and growth amidst innovation and change.

## 2.2 Impact of Internet+

“Internet+,” as a pivotal trend in the age of information, is profoundly transforming the operational models of traditional industries, with particularly far-reaching impacts on the legal services sector. The rapid advancement of information technology has led to a deep integration of the internet with legal services, giving rise to numerous innovative legal service formats and business models. The widespread adoption of internet technology has significantly enhanced the accessibility of legal services. Traditional legal service models are often constrained by time and spatial limitations, whereas the internet has shattered these constraints. Through online platforms and mobile applications, businesses can now access legal consultations and services anytime and anywhere, unbound by geographical location and office hours. This round-the-clock availability of legal services not only boosts service efficiency but also greatly satisfies the demand for timely legal support. The application of legal technology has propelled the intelligent development of legal services. The introduction of cutting-edge technologies such as artificial intelligence, big data analytics, and blockchain has shifted legal services from traditional manual operations to intelligent and automated processes. The use of smart contracts, legal knowledge graphs, and automated document generation technologies has not only enhanced the accuracy and efficiency of legal services but also reduced legal costs for businesses. This technology-driven transformation has made legal services more efficient, precise, and transparent. “Internet+” has also ushered in innovations in legal service models. Traditionally centered around law firms, the rise of internet platforms has disrupted this singular model (Vial, 2021). Numerous online legal service platforms and legal technology companies have emerged, offering diverse services such as online consultations, contract management, and risk assessments, catering to the varied legal needs of businesses. This diversity and flexibility in service models allow enterprises to select the most suitable legal services according to their specific needs, thereby enhancing the overall quality of legal services. In the context of “Internet+,” the digital transformation of enterprise legal services is not only a result of technological advancement but also a necessary response to the evolving market demands. The profound integration of information technology has led to significant

achievements in improving efficiency, reducing costs, and innovating service models within the legal services industry. Looking ahead, as technology continues to advance and applications deepen, “Internet+” will undoubtedly further drive the digital transformation of enterprise legal services, shaping a new ecosystem of legal services that is more intelligent, efficient, and convenient.

### **2.3 Current Situation of Digitalization of Enterprise Legal Services**

In the context of the Internet+ era, the digital transformation of corporate legal services has already shown promising results, gradually shaping a new legal service model driven by technology. The introduction of digital technology has not only altered the operational methods of traditional legal services but also enhanced their efficiency and quality, offering enterprises more convenient and precise legal support. Currently, many businesses have begun utilizing online legal service platforms. These platforms integrate various functions such as legal consultation, contract management, and risk assessment, enabling companies to easily access legal services. Through these online platforms, enterprises can obtain professional legal opinions at any time, conduct online contract reviews and signings, and engage in real-time monitoring of legal risks. This convenient service mode not only accelerates the response time of legal services but also reduces the time and financial costs associated with legal affairs. The application of artificial intelligence and big data technology has significantly propelled the intelligent development of legal services. Intelligent contract management systems can automatically generate, review, and manage contracts, minimizing human errors and omissions. Big data analytics can assist businesses in legal risk assessment, providing data-driven decision support. The use of these technologies has made legal services more precise and efficient, enhancing the ability of enterprises to navigate complex legal environments. Furthermore, the introduction of blockchain technology offers robust assurances for the transparency and security of legal services. Through blockchain, contracts and transaction records can be made immutable and traceable, effectively preventing legal disputes and fraudulent activities. This provides businesses with more reliable legal guarantees, boosting the credibility of legal services. Despite the progress made in the digital transformation of corporate legal services, challenges remain. Rapid technological advancements and relatively slow updates in laws and regulations necessitate continuous adjustment and adaptation by businesses during the digital transition. The varying levels of acceptance and application of digital technologies within companies also affect the pace of this transformation. Therefore, when advancing the digital transformation of legal services, enterprises should focus on the deep integration of technology and business, enhance employees' digital skills training, and closely monitor the latest developments in laws and regulations to ensure a smooth transition. Overall, the current state of digitalization in corporate legal services demonstrates a vast potential for the profound integration of technology and legal services. With ongoing technological advancements and deeper applications, the level of digitalization in corporate legal services will further improve, offering enterprises more intelligent, convenient, and efficient legal support.

## **3. Strategies and Countermeasures for Digital Transformation of Corporate Legal Services**

### **3.1 Technological Innovation and Application**

In the digital transformation of corporate legal services, technological innovation and application undoubtedly serve as the central driving forces. The rapid advancement of technology has bestowed upon the legal services industry unprecedented opportunities while simultaneously presenting formidable challenges to its traditional models. Effectively harnessing emerging technologies to achieve intelligent and efficient legal services has become a pivotal issue that enterprises must address in their digital transformation journey. Firstly, the widespread application of artificial intelligence (AI) has injected new vitality into legal services. Intelligent legal advisory systems and automated contract generation tools, utilizing natural language processing and machine learning technologies, can swiftly and accurately resolve legal queries and produce standardized contracts. This not only significantly enhances the efficiency of legal services but also reduces the costs associated with legal consultation and document processing for enterprises. The continual progress of AI technology makes its application in complex tasks such as contract review and legal risk prediction increasingly sophisticated, providing enterprises with more precise and comprehensive legal support. The application of big data analytics has brought unprecedented insights to legal services. By analyzing vast quantities of legal cases, regulations, and internal corporate data, enterprises can gain a thorough understanding

of their current legal compliance status and potential issues. Data-driven legal services offer more personalized and targeted solutions, helping enterprises anticipate and mitigate legal risks, and improving the scientific accuracy of decision-making. Big data technology not only enhances the depth and breadth of legal services but also boosts the proactivity and foresight of enterprises in legal matters. The introduction of blockchain technology has provided a solid foundation for the transparency and security of legal services. Through the immutable and decentralized nature of blockchain, the credibility of contract and transaction records is greatly enhanced, ensuring the safety and fairness of legal services. The application of blockchain technology in smart contracts enables the automatic execution and regulation of contracts, further improving the efficiency and reliability of legal services (Ardolino et al., 2018). When advancing the digital transformation of legal services, enterprises should emphasize the integration of technological innovation with practical application. The introduction of technology should not be merely a superficial change but should genuinely integrate into the legal service processes of the enterprise to address real issues. Enterprises need to establish dedicated technology teams to work closely with legal professionals, ensuring the scientific and practical application of technology. Concurrently, they should actively engage in technology training to enhance employees' digital literacy and promote the widespread application of technology in legal services. Overall, technological innovation and application are the key pathways to the digital transformation of corporate legal services. Through ongoing exploration and practice, integrating advanced technology deeply with legal services, enterprises can achieve intelligent, refined, and efficient legal services, establishing a new legal service model that meets the demands of the new era. In the future, with the continuous development of technology and deepening of its application, the digital transformation of corporate legal services is bound to usher in a brighter horizon.

### **3.2 Improvement of Legal and Policy Framework**

In the context of the Internet+ initiative, the digital transformation of corporate legal services encompasses not only the application of technology and enhancement of client experiences but also necessitates profound internal organizational changes. This process involves systematic adjustments across various aspects such as organizational structure, business processes, and talent development, aiming to construct an efficient, flexible, and innovative legal service system that meets digital demands. Optimizing organizational structure is a primary task in internal transformation. Traditional legal service firms often exhibit hierarchical and rigid structures, which hinder rapid responses to market changes and technological advancements. To align with digital transformation needs, companies should adopt a flattened organizational structure, reducing managerial layers and enhancing inter-departmental collaboration. Such a structure facilitates improved decision-making efficiency, promotes rapid information transmission and sharing, and enables the company to adapt more flexibly to external changes. Reengineering business processes is a crucial element of digital transformation. Traditional legal service processes are often complex and lengthy, involving extensive manual operations and resulting in inefficiency. Companies should introduce intelligent tools and automated systems to optimize these processes and enhance operational efficiency. For instance, employing artificial intelligence for contract review and legal risk prediction, and using big data analytics for case management and client demand analysis, can significantly boost work efficiency while ensuring service quality and accuracy. Additionally, standardizing processes and operational procedures is essential to ensure the effective application of digital tools in practical work. Talent development and team building are vital components of internal organizational change. Digital transformation demands that legal service professionals not only possess solid legal knowledge but also have a certain level of technological proficiency and innovative capability. Companies should enhance employees' digital skills and comprehensive qualities through training and education, fostering a team of multi-skilled professionals who are knowledgeable in both law and technology. Encouraging employees to actively engage in technological innovation and business improvement and cultivating an innovation-driven corporate culture will provide robust talent support for digital transformation. Cultural change is another crucial aspect. Digital transformation involves not only technological and procedural changes but also shifts in mindset and behavioral patterns. Companies should promote a culture of openness, collaboration, and innovation, encouraging employees to embrace new technologies, experiment with new methods, and actively participate in all aspects of digital transformation. Such a cultural atmosphere helps stimulate employee creativity and enthusiasm, propelling the company forward on its digital journey. Leadership support and drive are vital throughout the process of internal transformation. Senior management must define the strategic goals and implementation paths for digital transformation, develop detailed change plans, and provide ample support in

terms of resource allocation and policy formulation (Wessel et al., 2021). Furthermore, establishing mechanisms for driving change, regularly assessing and adjusting the transformation process, and ensuring smooth implementation of digital transformation are essential. The digital transformation of corporate legal services requires not only technological and external environmental support but also systematic and comprehensive internal changes. By optimizing organizational structure, reengineering business processes, cultivating multi-skilled talent, and fostering an innovative culture, companies can build an efficient and flexible legal service system that meets digital needs. Throughout this process, leadership support and drive are key to successful transformation. As internal changes continue to deepen, the digital transformation of corporate legal services is expected to yield more significant results, laying a solid foundation for the company's long-term development.

### 3.3 Customer Experience Optimization

In the context of the Internet+ era, the digital transformation of legal services in enterprises represents not only a technological and procedural overhaul but also a complete reimagining of the client experience. Enhancing client experience has become one of the central objectives of this digital transformation, aiming to elevate user satisfaction and trust, thereby granting enterprises a competitive edge in the market. Optimizing client experience should first manifest in the convenience and efficiency of services. By leveraging internet technologies, enterprises can establish comprehensive online legal service platforms that facilitate everything from consultation and contract management to dispute resolution. Through such platforms, clients can access legal support anytime and anywhere, free from the constraints of traditional legal service hours and locations. This efficient and convenient mode of service not only significantly reduces client waiting times but also accelerates service responsiveness, thereby boosting client satisfaction. Personalized service is another crucial facet of client experience enhancement. Utilizing big data and artificial intelligence technologies, enterprises can deeply analyze client needs to offer tailored legal solutions. For instance, intelligent recommendation systems can suggest relevant legal knowledge and service products based on a client's historical consultation records and current needs. Automated contract generation tools can quickly produce contract texts that meet the specific requirements of clients. This personalized service model not only enhances the precision of legal services but also increases client trust and reliance. Transparency and traceability are key factors in improving client experience. Through blockchain technology, enterprises can achieve transparency and traceability in contract and legal matter processing, ensuring that every aspect of the process is accurate and immutable. Clients can view the progress and historical records of contracts at any time, gaining insight into each detail of legal matter handling. This transparent service model not only enhances client trust in legal services but also effectively reduces disputes and misunderstandings arising from information asymmetry. In optimizing client experience, interactivity and the timeliness of communication are also critical. Through online customer service systems and intelligent question-answering bots, enterprises can provide real-time interaction with clients, promptly addressing legal inquiries and offering professional legal advice. The use of social media platforms and mobile applications also provides additional convenient channels for interaction between enterprises and clients. These interactive channels not only enable better understanding of client needs and more targeted legal services but also foster greater client engagement and loyalty. Enterprises must prioritize client privacy protection and data security in the process of enhancing client experience. Legal services involve a significant amount of sensitive information, and clients are highly concerned about data security. Enterprises should employ advanced encryption technologies and stringent security measures to ensure the safety of client data during transmission and storage. Additionally, establishing robust privacy protection mechanisms, clarifying the scope and permissions for data usage, and respecting clients' privacy rights are essential. Optimizing client experience is a core task of the digital transformation of enterprise legal services. By improving convenience, personalization, transparency, and interactivity, enterprises can deliver higher quality legal services, increasing client satisfaction and trust. In the digital transformation process, enterprises should remain client-centric, continually innovating and refining service models to build a new legal service ecosystem centered around client experience. As technology advances and applications deepen, the client experience in enterprise legal services will inevitably improve further, providing a more solid foundation for enterprise development (Bharadwaj et al., 2013).

## 4. Conclusion

The digital transformation of corporate legal services is a complex and dynamic process, necessitating a concerted effort across technological innovation, legal policy adjustments, organizational change, and enhancement of client experience. By integrating advanced legal technology tools, enterprises can markedly improve the efficiency and accuracy of their legal services. A robust legal and policy framework provides a solid foundation for digital transformation, while internal organizational changes drive the shift from traditional models to modern service approaches. Optimizing client experience is crucial for increasing acceptance and satisfaction with digital services, which is key to successful transformation. Analysis of both successful and failed cases reveals that digital transformation requires not only strategic foresight but also precise tactical execution. In the future, as technology continues to advance and the legal environment evolves, the digital transformation of corporate legal services will encounter increasingly expansive opportunities. Ongoing research and practice will provide continuous impetus for the high-quality development of corporate legal services, safeguarding enterprises in the competitive market landscape.

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## Funding

This research received no external funding.

## Conflicts of Interest

The authors declare no conflict of interest.

## Acknowledgment

Not applicable.

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