

CLIENT CASE STUDY

Law League
performance & compliance, measured

Volume 1 / Issue 3

BUCKLES SOLICITORS LLP

PETEROROUGH &
STAMFORD OFFICES

15 PARTNER FIRM

ACTIVE FROM JANUARY
2013

www.buckles-law.co.uk



Natasha Maycock was interviewed
by Law League on 2 October 2013

Prior to using Law League, Buckles had no customer care questionnaire and no rolling programme to generate or monitor client feedback. Now their clients' views are forming part of their firm's vision for the future.

So how has this Midlands based firm initiated a formal client feedback survey process from scratch and what have they found to be of most use to the firm?

EXPECTATIONS

Buckles wanted hard evidence on issues such as the provision of ongoing cost information to clients

Natasha Maycock, Business Development Director at Buckles, anticipated that Law League would demonstrate a clear direction for any required improvements. As a firm Buckles understood what they *should* be doing and what they *could* do but they wanted hard evidence on issues such as the provision of ongoing cost information to clients. Natasha suspected that the firm could improve in this area but Law League results demonstrated that they were performing better than expected, both as a firm and when compared against the benchmark.

IMPLEMENTATION

Like many firms, issues with IT have meant it has been a challenge to capture and then specify client data such as email addresses to ensure that a survey invitation is sent out to the correct person. Additionally, the closing of each matter is not automated so it's not obvious when a client should receive a survey invitation.

Natasha's key tips when implementing a survey:

- *Capture email addresses at the start of each matter*
- *Ensure you can identify when a matter has closed*
- *Be able to flag issues so that a survey is not sent out inappropriately*
- *Have the ability to identify that a bill is paid before sending a survey invitation. A survey should be reflective of the whole process not just the fees*



Buckles Solicitors LLP: Consistently gaining an overall satisfaction rating of 92-93%

Contact Us

Law League

Courtyard Barns
Woodlands End
Mells
near Bath
BA11 3QD
01373 814773

welcome@law-league.com

www.law-league.com

TIMING and METHOD

Currently Buckles only survey new clients via Law League. Around 60-70 survey requests go out via email each month which generates a 20% response rate. They do not currently send out the survey to key or repeat clients. This group is surveyed by phone in a 15 minute interview. Initiated in June 2013 this format aims for approximately 25 interviews each quarter. Both surveys show an overall satisfaction rating of 92-93% and themes are generally consistent between the surveys.

THE FUTURE

“Law League has been instrumental in allowing us to deliver on our business plan.”

Prior to using Law League, Buckles had no customer care questionnaire and no rolling programme to generate or monitor client feedback. Now they have both, Natasha says of Law League “It’s brilliant. I wouldn’t change anything.” She hopes to get their new HR Director involved in the results commenting “Law League has been instrumental in allowing us to deliver on our business plan. The feedback we are getting shows us where we are on track and where further training is required to ensure we are delivering the best service to our clients.”

A recent rebrand includes a new vision for the firm, focusing on current clients, new business development and internal training and development.

Law League’s results show that clients rate Buckles lawyers highly not only for their legal advice but for their people and communication skills. Based on this assessment, lawyers will use their honed interpersonal skills to sell the firm’s legal services, to private and commercial clients, as a way of differentiating themselves and their firm. “Feedback has been helpful as lawyers can see that their clients think they’re great. We know they like working with our fee earners so now they need to go out and meet more people.”

Buckles have over 100 surveys logged online which Natasha sees as “quite a low sample” so they will look to increase the number of email addresses available to use as part of the survey process. Their aim is to show a 95% overall satisfaction rating and to identify key training requirements from Law League’s survey data to help them achieve this.

Our thanks to Natasha Maycock for her participation in this case study interview. If you would like to find out more about how Law League could help your firm to measure both performance and compliance through client feedback please contact Rayne Tompson on 01373 814773 or use one of the online methods below.

W: law-league.com

E: welcome@law-league.com

TW: [@LawLeague](https://twitter.com/LawLeague)