

UK law firm

Client Journey project 2018



how good are the UK's Law firms at handling professional enquiries?

Results from the largest ever UK Law firm
Customer Experience survey

welcome to insight6

We are a customer experience (CX) specialist with a team that covers the whole of the UK and Ireland. We work with more than 1000 companies to measure, through our range of CX tools, the entire end-to-end customer journey.

Our team of CX Directors have a combined total of over 615 years of experience transforming Customer Experience within some of the biggest companies across the UK and Ireland.



...and our UK law firm client journey project 2018

Our, individually trained, researchers have visited 70 carefully selected law firms and reported back with the findings of over 450 individual experiences. The Client Journey Project involved a series of client experience reviews including walk in enquiries, website enquiries and phone enquiries.

To obtain these results we used a variety of scenarios including property purchase, rental agreements, wills and probate and commercial business structure, to name a few. We hope the findings prove useful to you.

walk-in
enquiries



online
enquiries



phone
enquiries



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walk-in enquiries



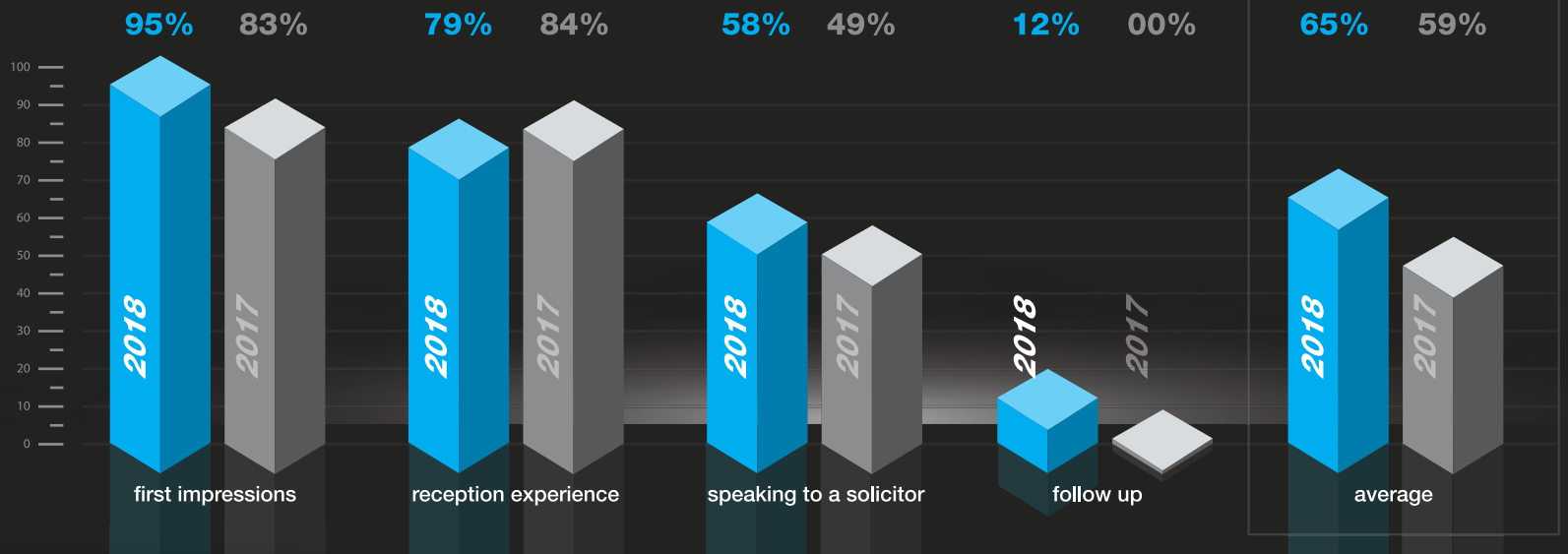
online enquiries



phone enquiries

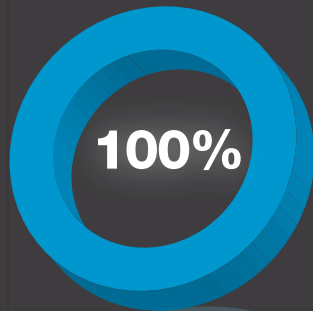


averages

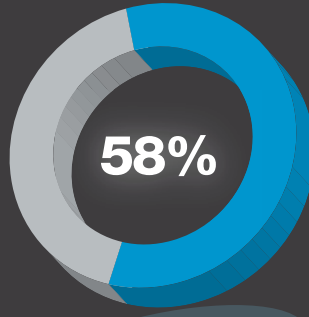


Our highly trained researchers walked into the offices of the firms to seek help with a legal issue. The findings showed:

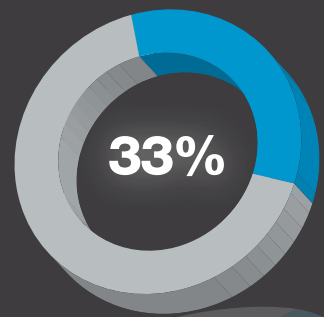
“Visiting this firm and contacting them was more than satisfactory. I was very happy with the knowledge the team member had in this matter and the way the information was conveyed to me and all legal jargon was explained. Overall I felt very welcomed and would use the firm again.”



found the overall treatment to be warm and engaging



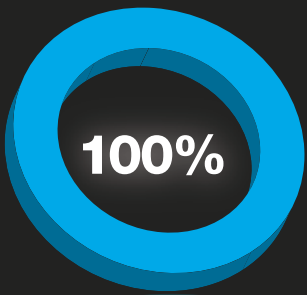
58% would recommend the firm to others



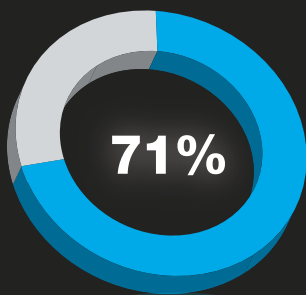
of the time the client received an 'added value' experience

the big three

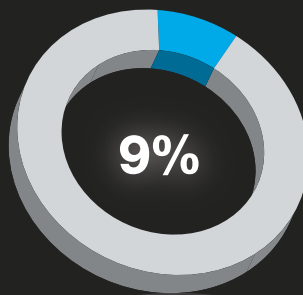
experience



100% found the directions on the firm's website accurate



71% of clients spoke to an expert



9% of discussions were followed up



“I was further disappointed when I then had to wait a couple of days to receive a call despite being told it would be within an hour.”



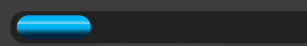
83%

found the reception area to be warm and inviting



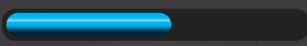
42%

of the time the receptionist informed the client of the name of the fee earner they would be seeing



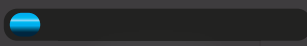
25%

felt that the meeting was in a suitably private place



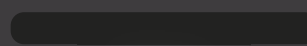
55%

on 55% of visits contact details of the client were taken



10%

in 10% of cases the fee earner mentioned they would be making a follow up call



0%

0% of these asked the client when would be convenient for them

satisfaction



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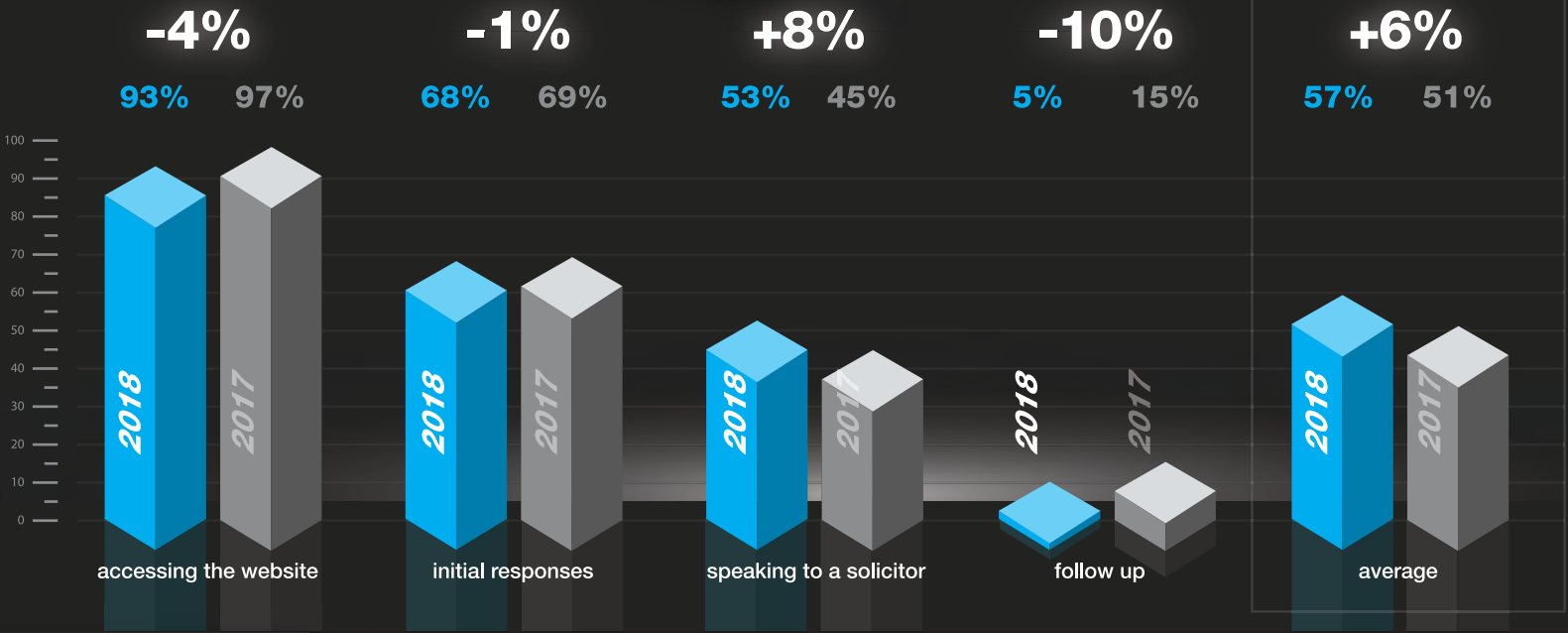
online enquiries



phone enquiries

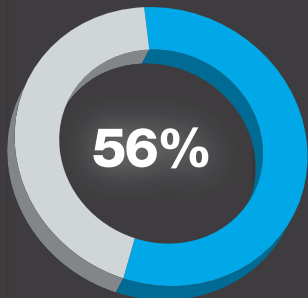


averages

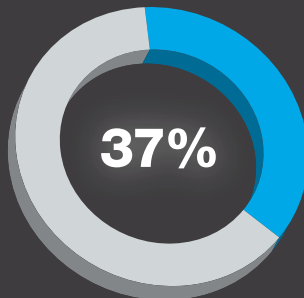


“I felt pleased that my custom was valued when the team member said she would organise a lawyer to call me back. I was delighted when it happened so quickly.”

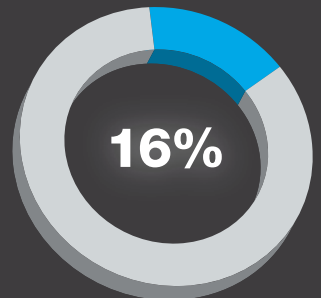
Our highly trained researchers visited the websites of the firms to seek help with a legal issue. The findings showed:



felt that overall treatment was warm and encouraging



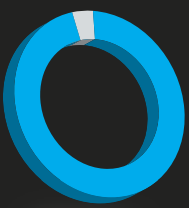
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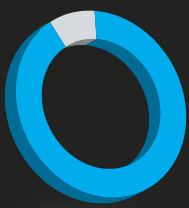
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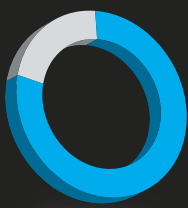
experience



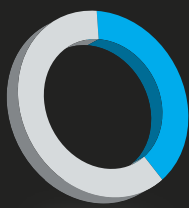
96% found the website easy to navigate



91% found the site easy to view on a mobile



79% of firms responded to the enquiry



39% of enquiries led to a conversation with a fee earner



“The least positive aspect of this experience for me was the fact that the website indicated that the firm dealt with lease extensions but both team members informed me that they were unable to assist me with my enquiry and neither of them recommended another law firm I could contact to help me with the extension of my lease.”



of clients could find the office location easily on the website



of clients felt the email response was personalised



of clients found the response well written



of responses encouraged further conversation



of responses answered the client's needs



of clients felt that the language used in the response was jargon free

satisfaction



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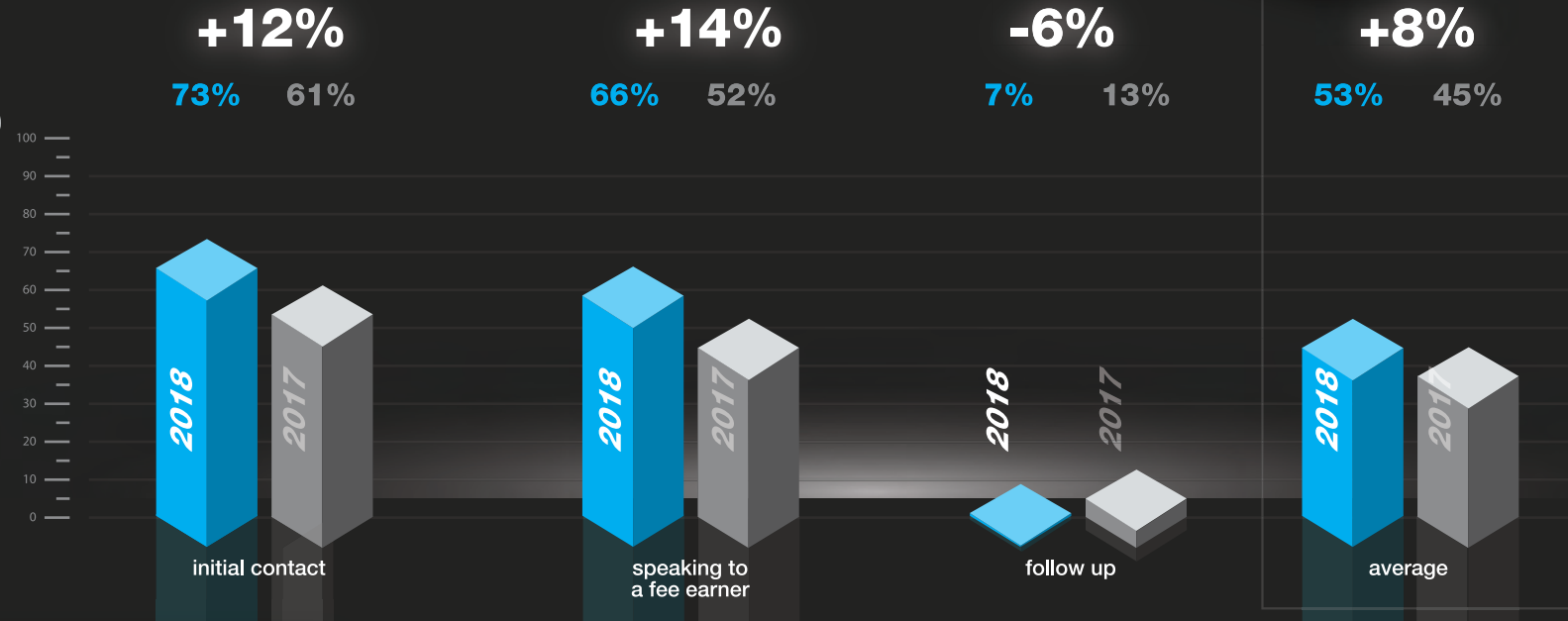
online enquiries



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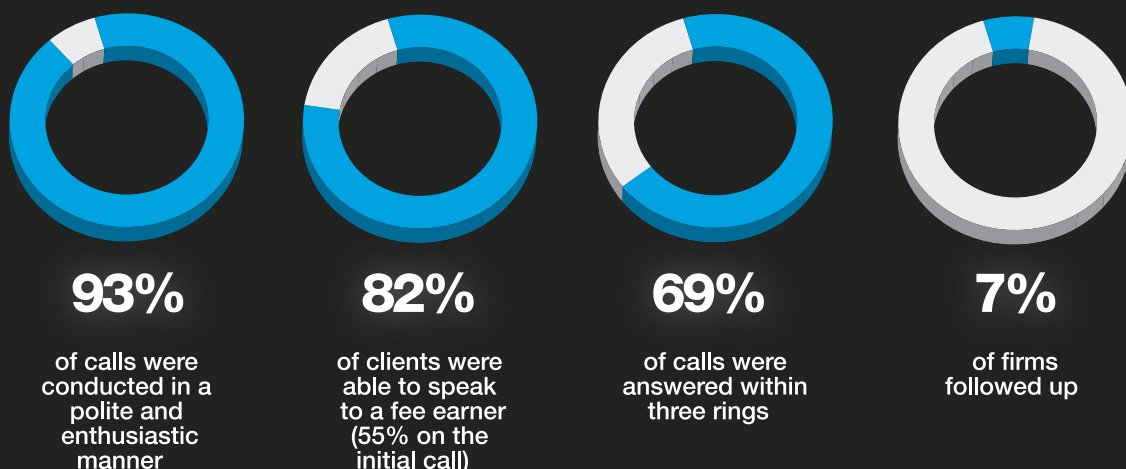
“The team member who answered the phone was very efficient and through asking appropriate questions was able to provide me with the relevant information regarding the fees to produce a new will. The communication was jargon-free, and I felt that she provided a warm and friendly approach.”

Our highly trained researchers telephoned the offices of the firms to seek help with a legal issue. The findings showed:



the big three

experience



“My contact details were not taken and my name was not used. The benefits of using the firm were not highlighted. The possibility of a team member calling me back was not raised.”



satisfaction



Calling back

75% of firms called back after the client left a message

The speed of returning calls:

- 42% within 3 hours
- 33% between 3 hours to one day
- 25% never received a call back



Speaking to a fee earner

- The team member answered with their name on 85% of calls
- 93% of calls conducted in polite and enthusiastic manner
- 34% discussed the value the firm could offer while discussing fees
- 94% offered a genuine thank you and farewell
- 10% informed the client that they would be making a follow up call



Follow up

- 7% received a follow up call or email within 5 working days of speaking to an expert
- 3% of the follow ups were at the agreed time and date
- 16% of team members were familiar with the enquiry
- 8% of team members acted appropriately when told they wouldn't be continuing with their business



6 great ways insight6 can help your law firm achieve CXfactor!



customer
experience
reviews



CX training
and
development



customer
journey
mapping



customer
online
feedback



focus and
listening
groups



mentoring
groups



insight⁶

CUSTOMER EXPERIENCE SPECIALISTS

UK law firm

Client Journey project 2018



how well does your law firm handle professional enquiries?

Get in touch today and discover how we can
help you to transform Customer Experience

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