

Helping consumers choose their lawyer

One: Quality

[Watch webinar recording](#)

Date: 25th October 2017

Background



- Competition and Markets Authority
 - 2016 Legal Services Market Study
 - 2017 Digital Comparison Tools Market Study
- Recommendations to drive competition through better informed consumers

Current landscape



- CLC does not currently require publication of quality data of any kind
- Firms use findings of client satisfaction surveys, TrustPilot ratings
- Information not standardised, and so not comparable
- Can be highly subjective and therefore misleading

Data on quality



1. First- and/or second-tier complaints?
2. HMLR requisitions?
3. TrustPilot, FeeFo or similar?
4. Standardised single measure?

Data on quality



Complaints

- Need context (e.g. per 1,000 transactions)
- Consistent approaches
- Compliance burden on firms and CLC

Poll 1

Do you think that publication of first tier complaints data should be mandatory?

Poll 2

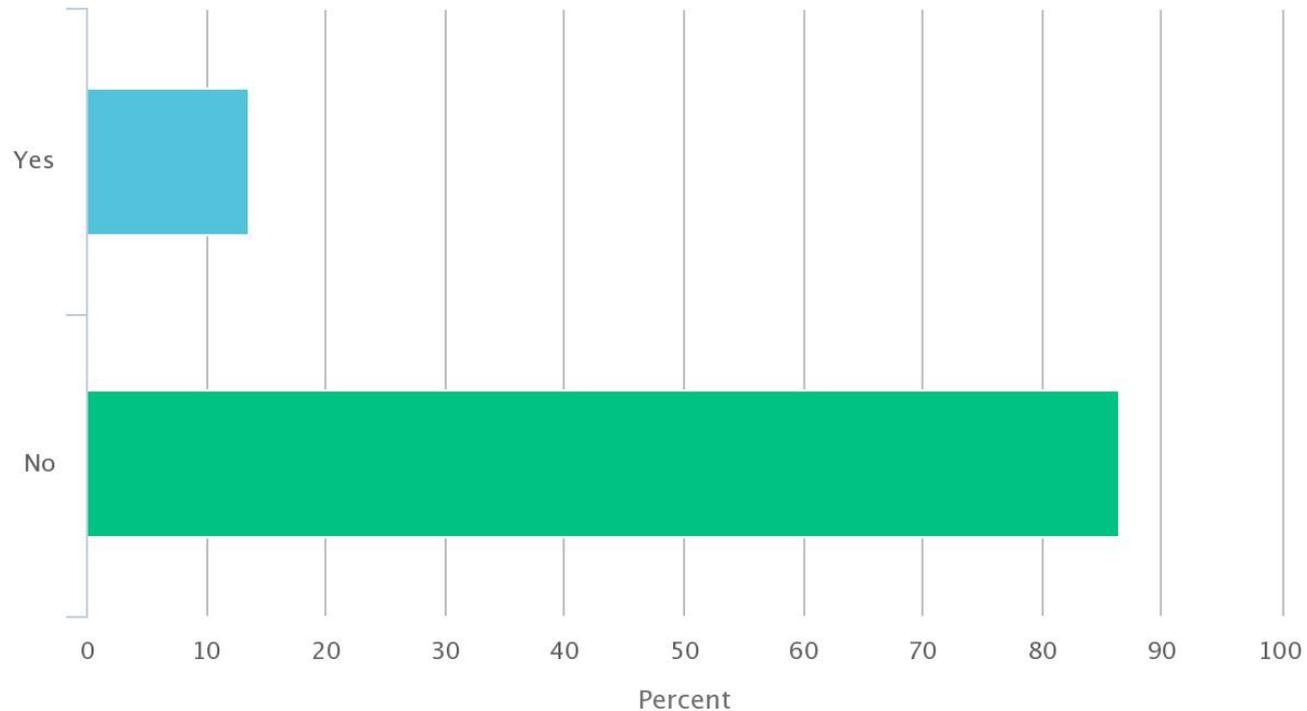
If yes, where is the best place to publish complaints data?

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Poll 1 Results



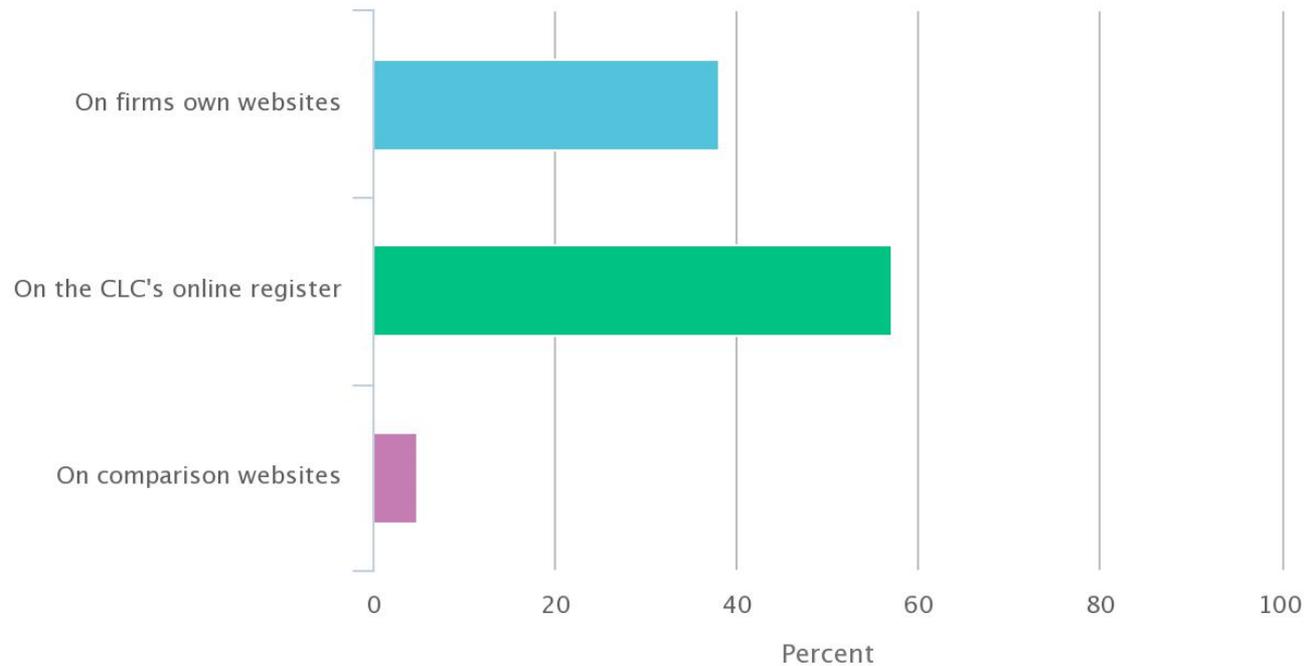
Should publication of first tier complaints be mandatory?



Poll 2 Results



If you said yes, where is the best place to publish complaints data?



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Data on quality



HMLR requisitions

- Need context (e.g. % of transactions generating a requisition)
- HMLR addressing consistency of approach

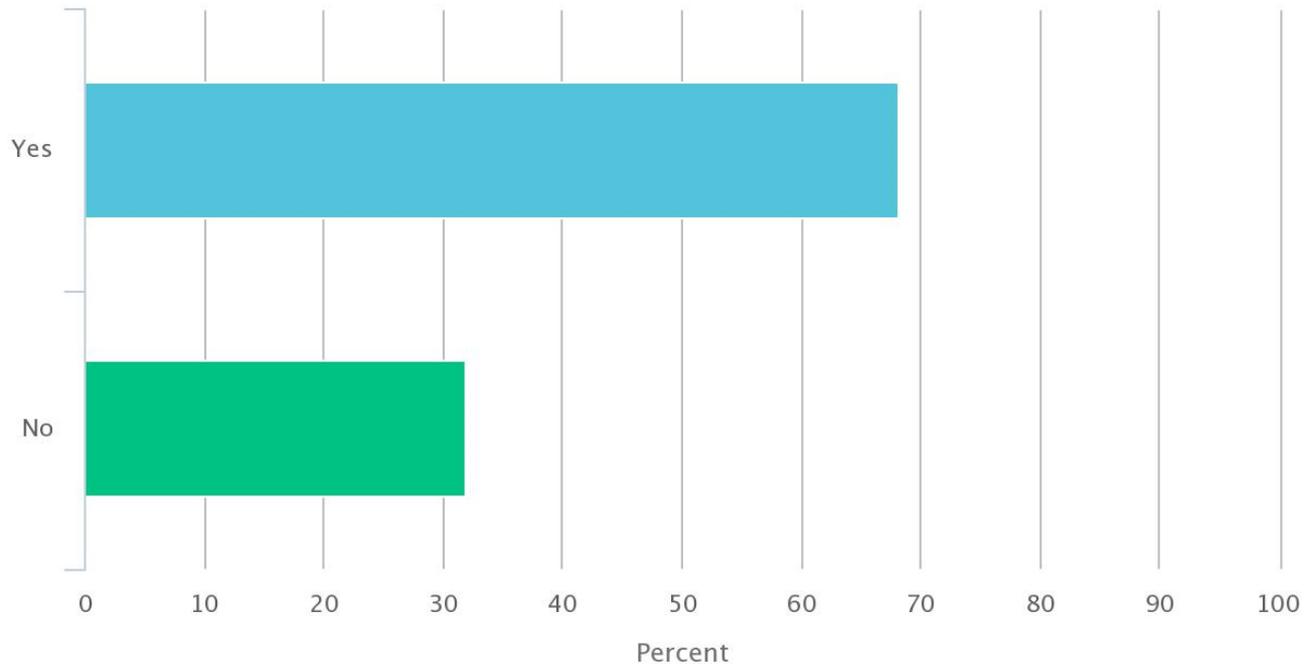
Poll 3

Could HMLR requisition rates be an effective proxy for quality?

Poll 3 results



Would a standard single measure of client satisfaction help consumers make an informed decision?



Data on quality



Standard single measure

- All clients invited to respond
- Run and reported by firms or CLC
- Published by firms or by CLC
- Used by digital comparison tools

Poll 4

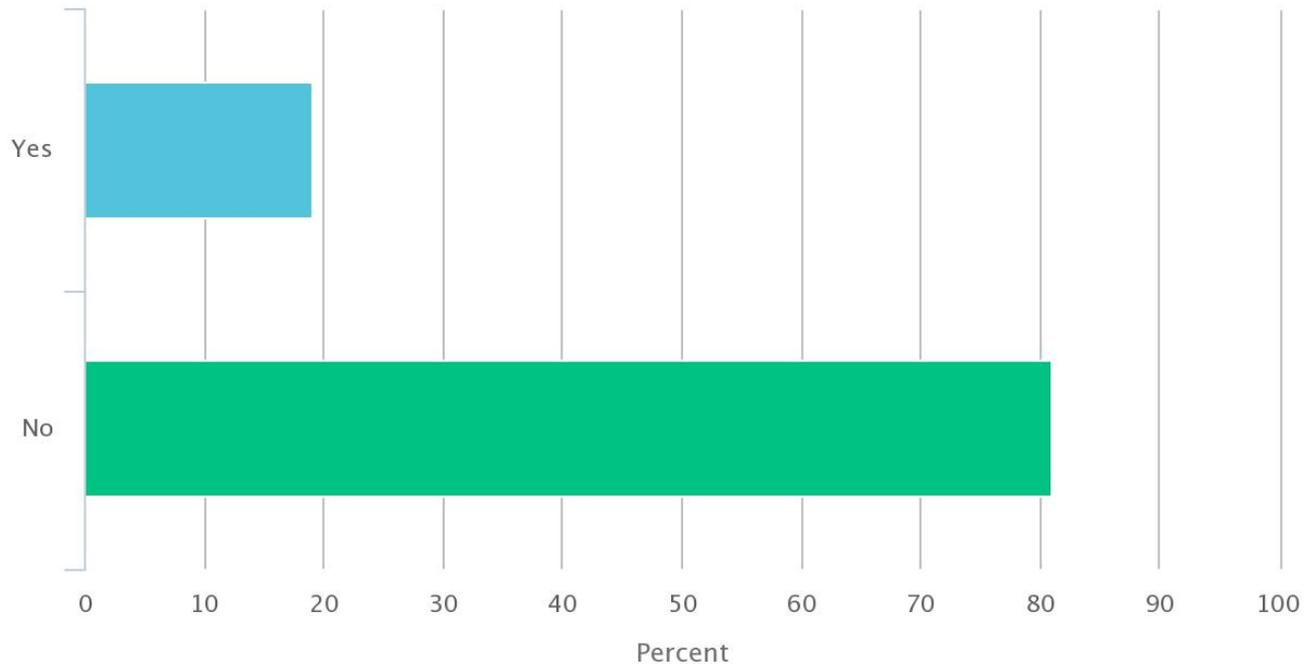
Would a standard single measure of client satisfaction help consumers make informed decisions?

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Poll 4 results



Could HM Land Registry requisition figures be an effective proxy for quality?



Data on quality



TrustPilot / FeeFo

- Widely used and understood tool
- Generates easily digested information
- Mediated

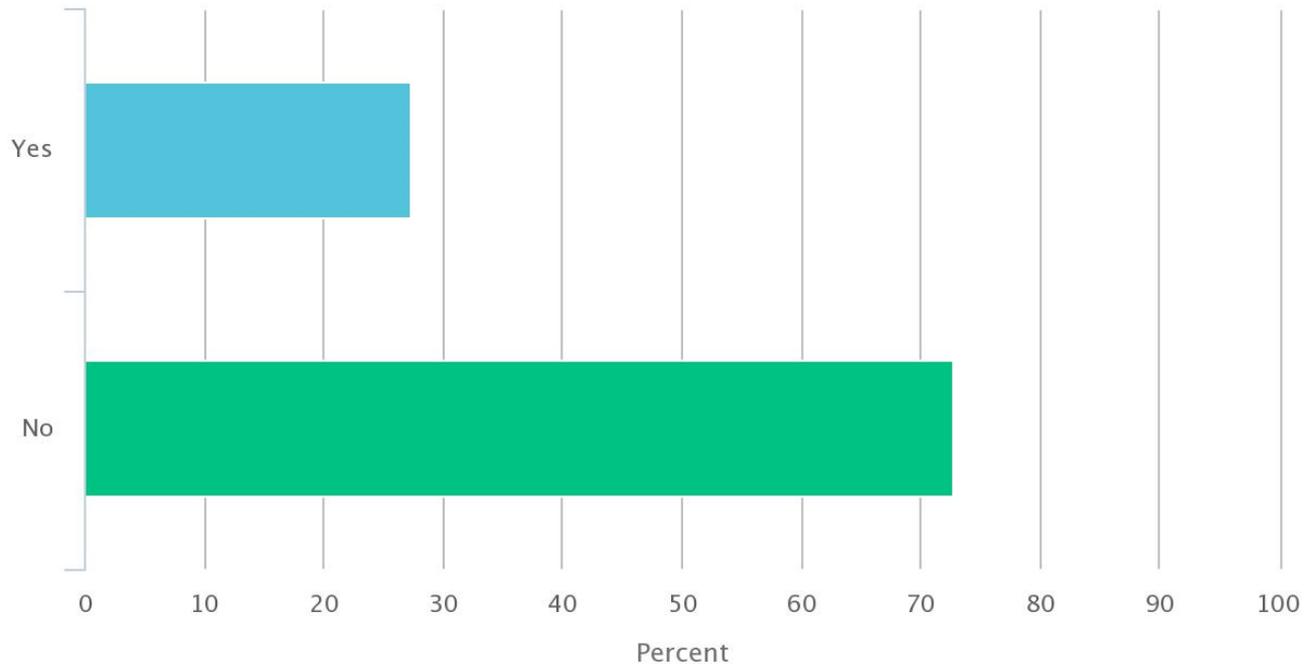
Poll 5

Should use of a third party consumer feedback site be mandatory?

Poll 5 results



Should use of TrustPilot or a similar feedback service be mandatory?



What Twitter said



[#choosingyourlawyer](#) Would a standard, single measure of client satisfaction used by all firms help consumers choose their lawyer?

- **17%** Yes, on firms' websites
- **19%** Yes, on comparison sites
- **28%** Both of the above
- **36%** No, not a good guide

So 2 out of 3 say 'yes'

(98 responses over weekend of 21/22 October 2017)

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Next steps



- Three more webinars
 - Service
 - Price
 - Channels
- Consultation open until 29th December
- Please take time to respond

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