

Client Surveys

Time saving gathering of vital client feedback - from only £40 per week
Free opt-in to Legallybetter.com - the independent solicitor comparison site



Law Firm Entry Level Service offers:

- Set of pre-set questions self-completed by the client at the end of a matter either online or on a printed survey form given to the client.
- Optional branding of the survey under the law firm name
- Regular reports of the survey (frequency chosen by the law firm)
- Online surveys can be linked to the law firm's web site
- Free annual membership of Legallybetter.com
- Optional benchmarking of individual law firm results against sector average and practice area average
- Bespoke client satisfaction services available on request
- Price £2000+VAT per annum

Service for Law Firm Networks/Panels

(based on number of members participating)

- Service branded under law firm network/panel group name
- Set of pre-set questions self-completed by the client at the end of the matter online/or via email
- Regular reports of the survey (frequency chosen by the network/panel group owner)
- Individual reports available for specific network/panel members and benchmarking of these results against network/panel average
- Regular PR for network/panel based on survey results
- Free annual membership of Legallybetter.com for all participating network/panel law firm members



To find out more please contact David Mort at IRN Research

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legallybetter.com

MARKETING EXPERTISE FOR THE LEGAL SERVICES SECTOR

Legallybetter.com, in association with research agency IRN Research, can offer independent and cost-effective client satisfaction survey packages to law firms and other professional services companies.

Regular client surveys are a key tool for evaluating client satisfaction, highlighting strengths and weaknesses, and identifying areas for service improvement and changes to help retain clients.

The Legallybetter site has been acknowledged by The Law Society with section 7.5 of the Lexcel Accreditation regarding measuring client satisfaction.

About Legallybetter.com and IRN Research

Legallybetter (www.legallybetter.com)

Legallybetter is an independent site established in 2009 to provide a quick and reliable way to find good local lawyers and local solicitors for both private individuals and companies/organizations.

Its unique feature is that it brings independent consumer reviews and ratings of solicitors from around the UK together in one place to enable other law firm users to select their legal advisers with confidence.

IRN Research (www.irn-research.com)

IRN Research is a leading business research consultancy established in 1991 and specialising in research projects and programmes for the professional services sector.

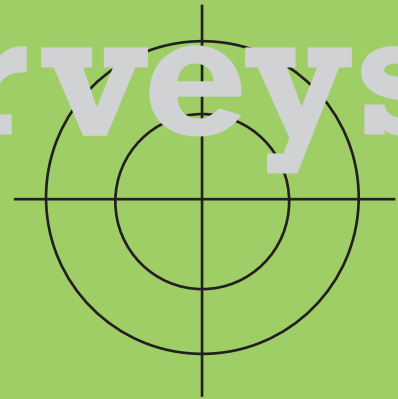
They have a long track record of customer satisfaction and client feedback surveys for a range of clients, including financial services companies, legal services companies, government agencies, PR companies, and information and publishing businesses.

Our client satisfaction surveys can be ad-hoc or continuous programmes and embrace a range of survey options ranging from online surveys, telephone interviews through to face-to-face individual interviews or discussion groups.

IRN is a full member of the Market Research Society (MRS) and all MRS members agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research.

Client Surveys

Market research for the forward-thinking law firm



- Find out what your clients think, what they need and, importantly, how you can serve them better.
- Then use these findings to make informed decisions about your firm's future - based on fact, not conjecture.



A service provided by IRN Research for

legallybetter.com

MARKETING EXPERTISE FOR THE LEGAL SERVICES SECTOR

Affordable market surveys
and expert advice
for your firm