

'Society raps name and shame plan'

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The Legal Ombudsman has plans to name and shame lawyers who have complaints against them, starting next April. Maximising your reputation online is going to be even more important if the Legal Ombudsman will be highlighting the odd mistake.

The Legal Ombudsman has controversially announced that, in some circumstances, they will make public the names of lawyers and law firms that fail their clients. Two circumstances are envisaged;

- where there is a pattern of failures or complaints that the Ombudsman believes should be brought to the public attention;
- The publishing of the names of lawyers or firms that have been involved in complaints that have been dealt with by the Ombudsman. This data will be public and published quarterly.

Ombudsman head, Adam Sampson, admitted that the 'name and shame' policy could damage businesses but it appears that the policy has been brought in anyway to counter objections that the Ombudsman and the Office for Legal Complaints had caved in to 'spurious objections from the legal services profession'.

Firms are now going to find their reputation open for scrutiny online whether they like it or not. Larger firms, with higher volumes of work, (and hence the higher chance of complaints) stand to be hit most.

What this policy won't do is acknowledge firms that go above and beyond for their clients and receive letter after letter of thanks from satisfied consumers.

This is where Legallybetter can help. By using the Legallybetter client feedback service you can, not only, keep in review all the customer service data you need to comply with the new Outcomes Focused Regulation, but also let potential clients know just how good you are with our unique 'Legal Stars' customer review ratings. Potential clients looking for a quality service can see all your positive ratings from satisfied clients. Thus, if you are 'named and shamed', it can be seen in the context of all the positive feedback you get too.

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