

<b>Meeting</b>	OLC Board Meeting	<b>Agenda Item No.</b>	4
		<b>Paper No.</b>	136.2
<b>Date of meeting</b>	18 December 2024	<b>Time required</b>	30 minutes
<b>Title</b>	<b>Customer Satisfaction overview</b>		
<b>Sponsor</b>	Steve Pearson – Deputy Chief Ombudsman		
<b>Status</b>	<b>OFFICIAL</b>		
<b>Executive summary</b>			
<p>The attached slide deck is intended to form the basis for a wider discussion at Board around the approach that LeO takes to understanding levels of customer satisfaction at different stages of its processes.</p> <p>The slides also talk to how LeO uses the insights and data that come from its various satisfaction surveys to identify areas for improvement in process and customer service.</p> <p>Board should note that LeO proposes to undertake a review of its approach to customer satisfaction in the forthcoming financial year and the processes and reviews that are currently in place may be subject to change.</p>			
<b>Recommendation / action required</b>			
Board is asked to note the slide deck			
<b>Equality Diversity and Inclusion</b>			
<b>EDI implications</b>	No		
No			
<b>Freedom of Information Act 2000 (Fol)</b>			
<b>Paragraph reference</b>	<b>Fol exemption and summary</b>		
n/a			

18 December 2024

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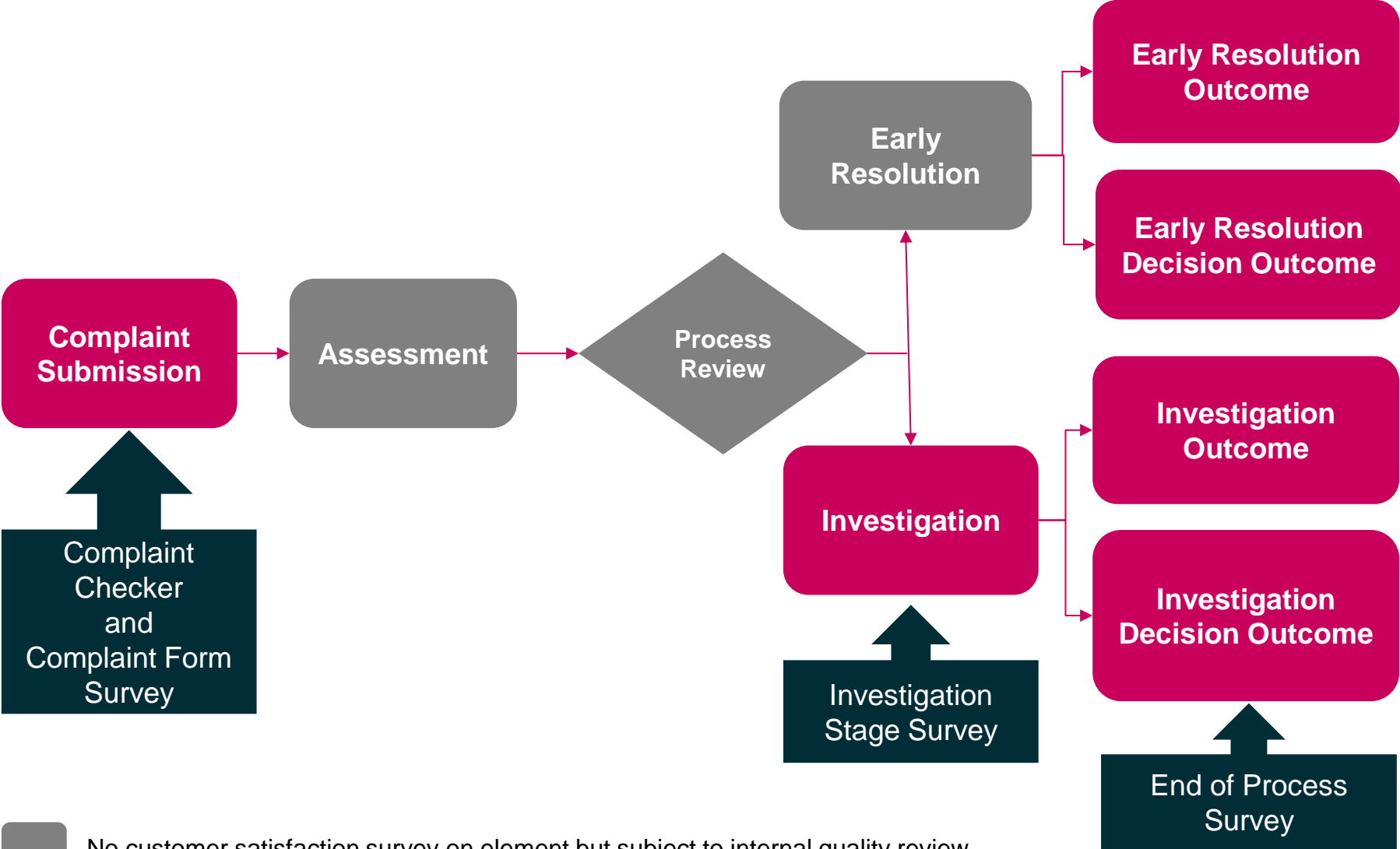
# Customer Satisfaction


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Steven Pearson – DCO  
Penny Fellows – Quality Manager

LEGAL  
OMBUDSMAN

# Process Overview and Customer Satisfaction Survey Points



 No customer satisfaction survey on element but subject to internal quality review.

 Customer Satisfaction survey covers process.

# Customer Satisfaction Surveys

## Complaint Checker and Complaint Form Survey

- **Delivered by:** Quality Team
- **Frequency:** Continual
- **Method:** Email link to Smart Survey
- **Recipients:** Complainants only
- **Question Volume:** Three plus invite to comment.
- **Invited to Survey:** All submissions
- **Reporting:** Quarterly

### Questions:

1. How satisfied or dissatisfied are you with our Complaint Checker tool? *Fixed answer options.*

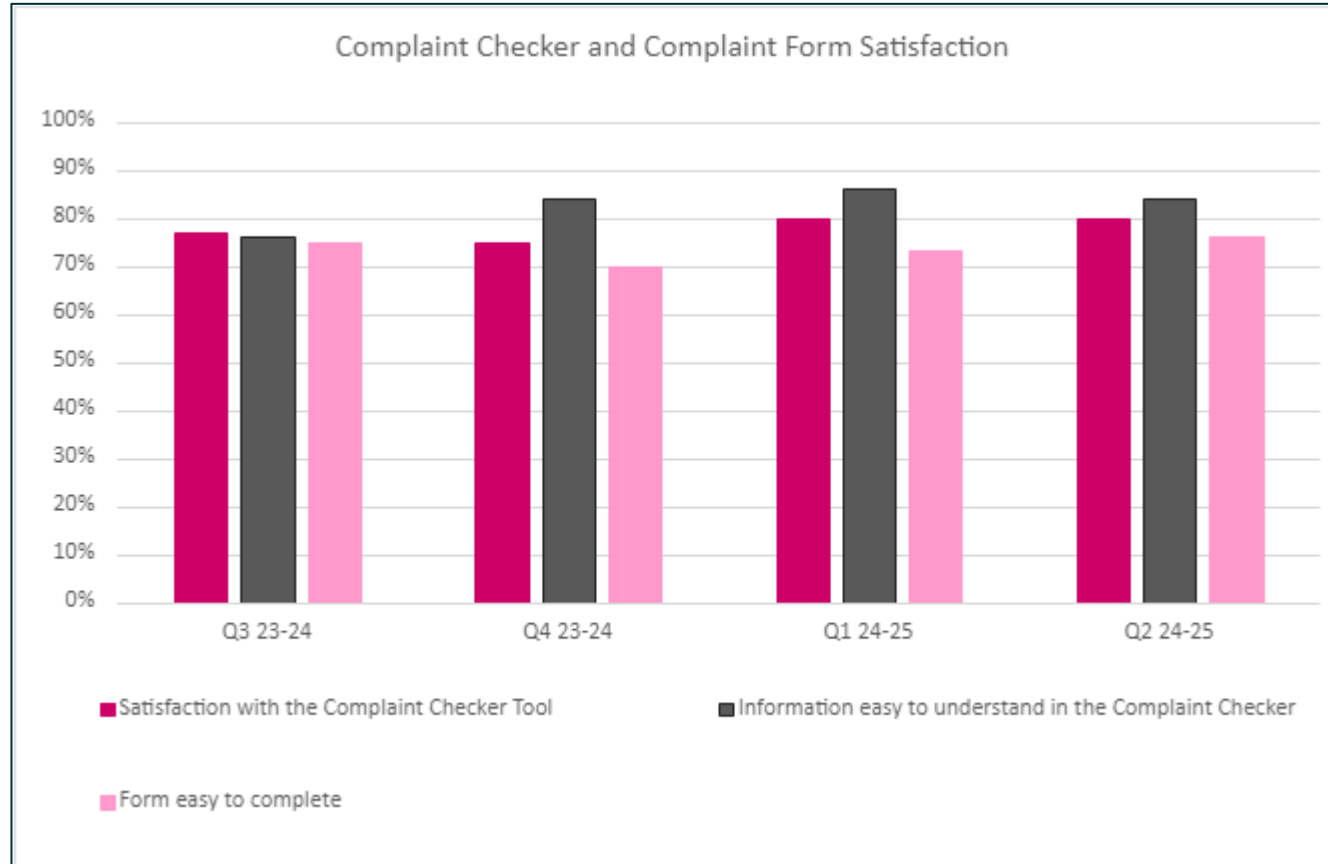
2. How easy to understand was the information you came across whilst answering the questions? *Fixed answer options.*

3. How easy did you find completing the complaint form? *Fixed answer options.*

**Invite to comment:** Please let us know what you feel went well with this service, and what you feel could be improved: *Free text answer.*

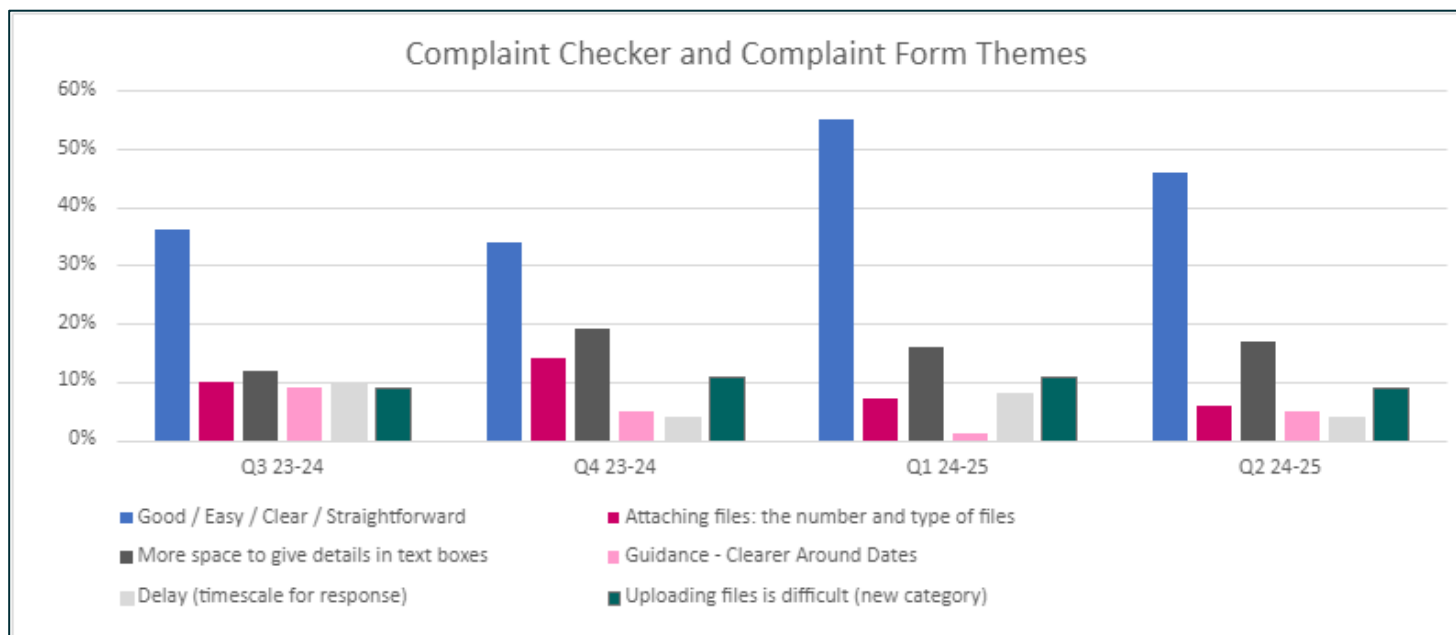
# Customer Satisfaction Surveys

Complaint  
Checker  
and  
Complaint  
Form Survey



# Customer Satisfaction Surveys

## Complaint Checker and Complaint Form Survey



## How feedback is used to improve service delivery:

- Guidance on how to identify the date(s) the problem happened
- Guidance on what legal terms mean

Currently collaborating on the Complaint Form Review Project around:

- Automation
- Equality and Diversity Data Capture
- Using real customer feedback to ensure any planned changes will benefit our customers and meet our needs

# Customer Satisfaction Surveys

## Investigation Stage Survey

- **Delivered by:** DJS Research.
- **Frequency:** Two weekly (Open for response for two weeks).
- **Method:** Email with link to survey.
- **Recipients:** Complainants and Service Providers.
- **Question Volume:** Three.
- **Volumes to Survey:** As many as possible from sample provided of active investigations aged 40 to 53 days from allocation.
- **Reporting:** Quarterly.

### Questions:

**1. How satisfied or dissatisfied are you with the service provided by the Legal Ombudsman so far?** *Fixed answer options.*

**2. How strongly do you agree or disagree with the following statements:**

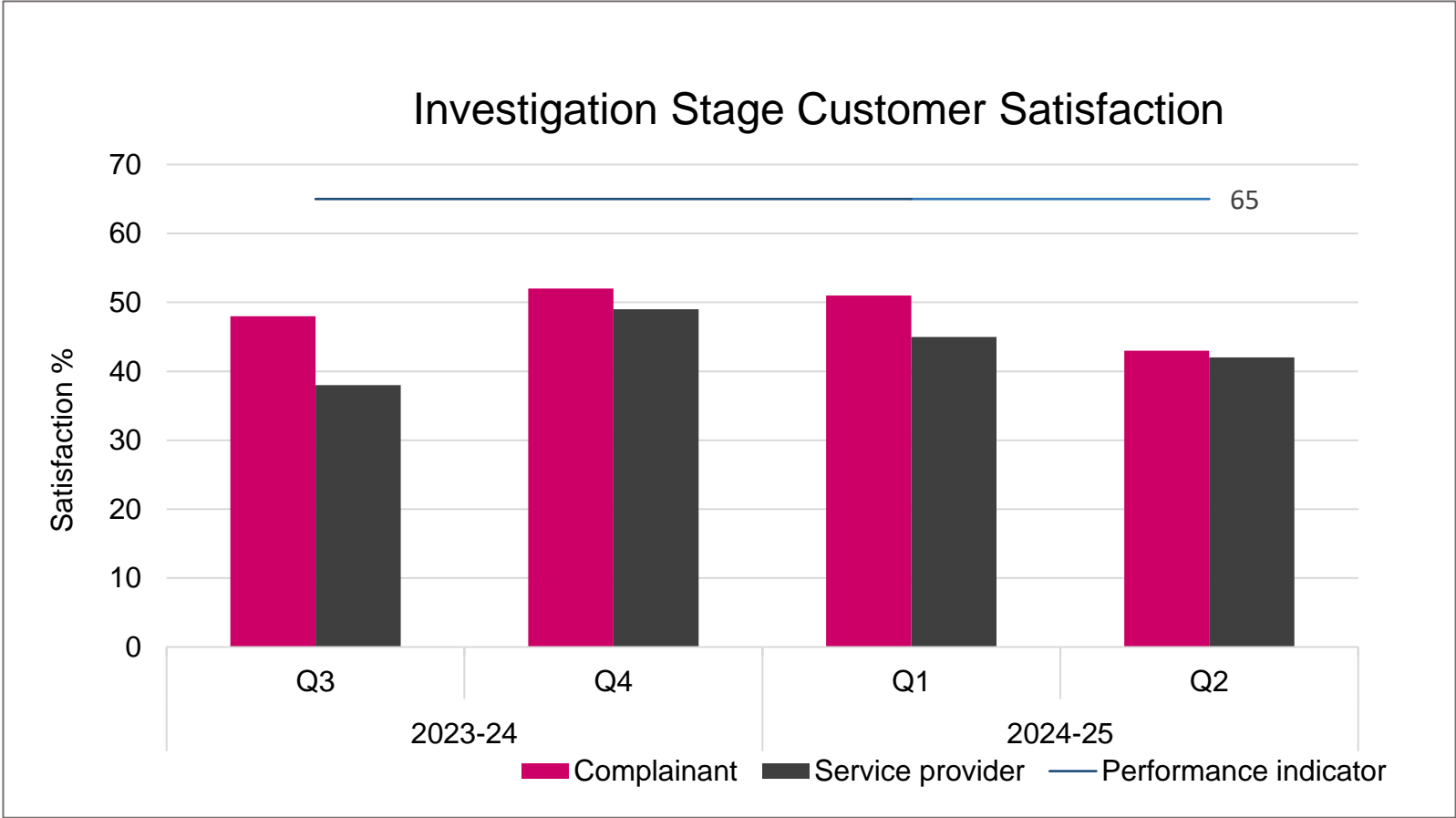
- a) My investigator at the Legal Ombudsman understands my complaint. *Fixed answer options.*
- b) My investigator at the Legal Ombudsman explains things clearly. *Fixed answer options.*
- c) The Legal Ombudsman process was clearly explained to me. *Fixed answer options.*

**3. How informed do you feel the Legal Ombudsman keeps you about what is happening on your case?** *Fixed answer options.*

**Invite to comment:** Would you like to provide additional feedback on what you feel went well with our service, and what you feel could be improved? *Free text answer.*

# Customer Satisfaction Surveys

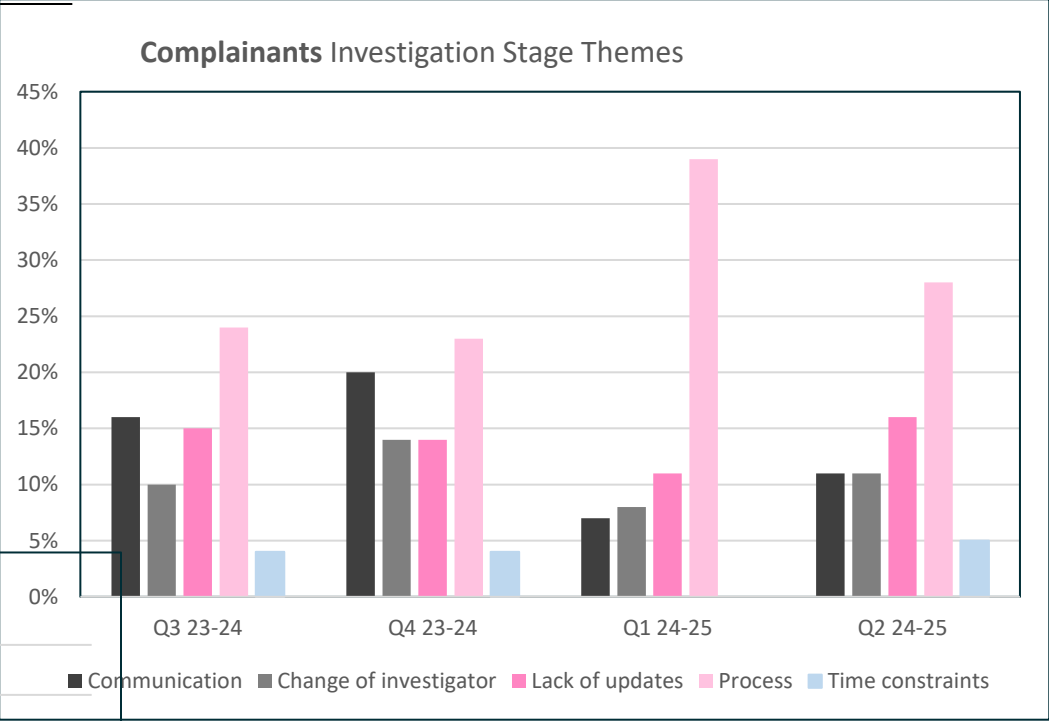
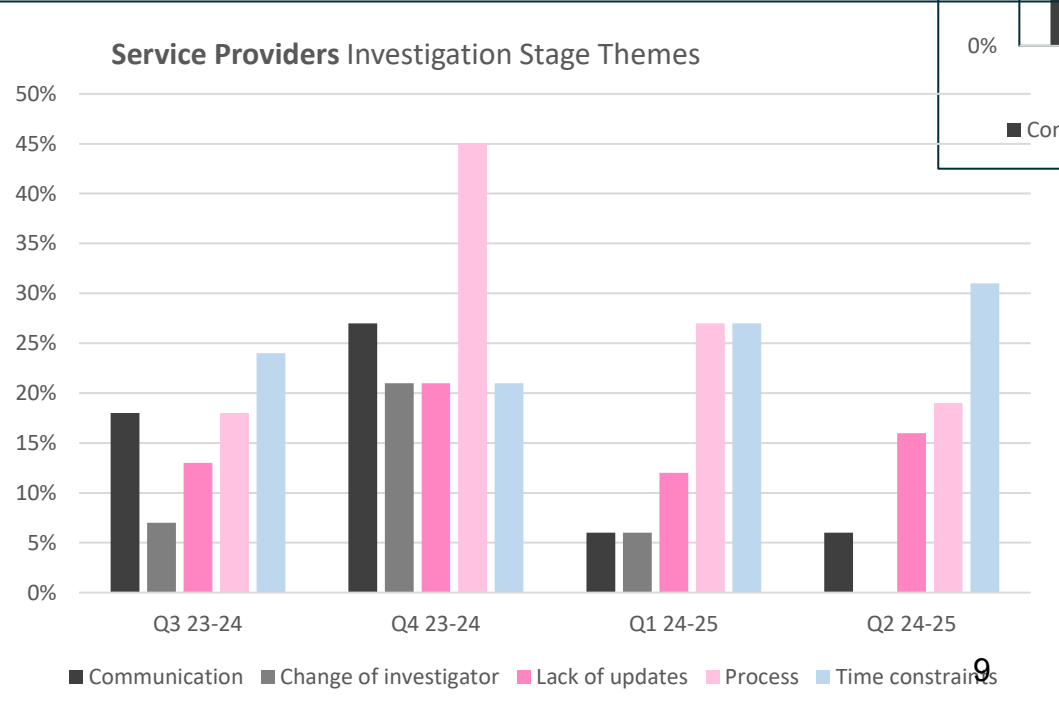
Investigation Stage Survey





# Customer Satisfaction Surveys

Investigation Stage Survey



# Customer Satisfaction Surveys

## Investigation Stage Survey

### How feedback is used to improve service delivery:

#### Case Interventions

- Feedback received every two weeks and reviewed by the Quality Team 24 hours after receipt.
- Feedback logged.
- Cases requiring action identified.
- Request issued to team leader(s) of the case owner(s) for review and action required identified.
- Quality Team review to confirm review completed.

#### Develop internal Quality Reviews

Quality Reviews developed taking into account the feedback received for us to gain a greater understanding of what the issues are and identify areas for improvement.

#### Quality Committee

Insight provided at Quality Committee through meeting and/or reports containing verbatim feedback.

# Customer Satisfaction Surveys

## End of Process Survey

- **Delivered by:** DJS Research
- **Frequency:** Monthly
- **Method:** Email, post and phone.
- **Recipients:** Complainants (c) and Service Providers (SP)
- **Question Volume:** Variable between C 19 and SP 25 ( SP have additional questions for insight)
- **Volumes Surveyed:** Aim is complainants c250 and Service Providers 100 per quarter
- **Reporting:** Quarterly

### Selection of questions from survey:

**Q. How satisfied or dissatisfied are you with the service provided by the Legal Ombudsman?** Please think about the service you received irrespective of the outcome of your case. *Fixed answer options.*

**Q How satisfied or dissatisfied are you with the outcome of your complaint?**

*Free text answer.*

**Q. Please think about the letter you received which set out the recommendation / agreement to resolve your/the complaint.**

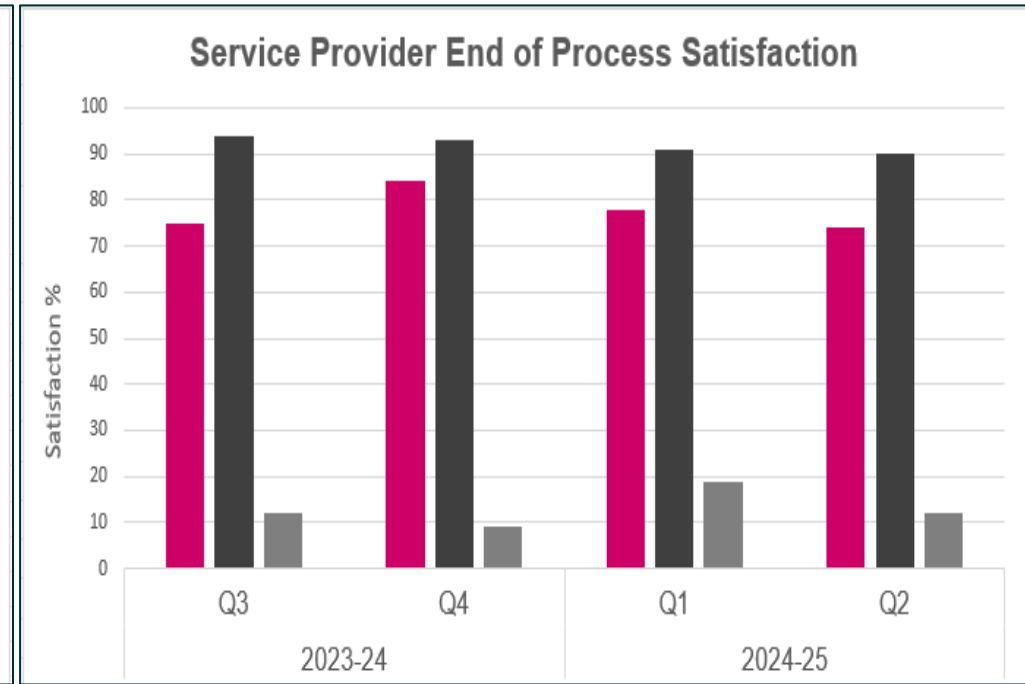
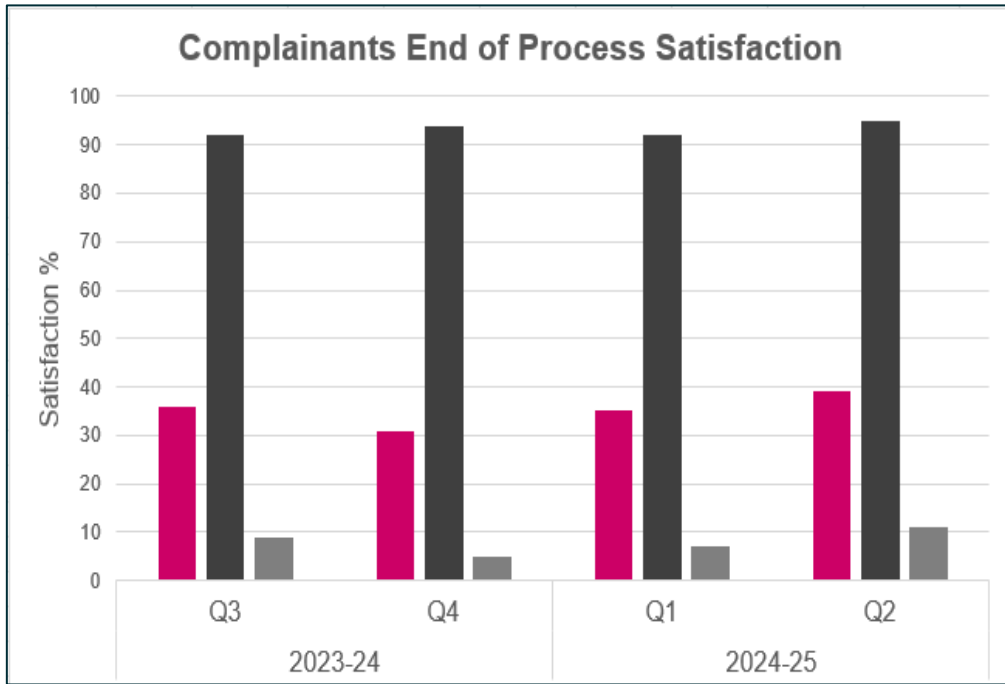
- a) Was easy to understand
- b) Was sent out promptly and at an appropriate time
- c) An accurate reflection of the complaint
- d) Enabled you to understand why the Legal Ombudsman had reached the conclusions they did

*Fixed answer options.*

**Q. How would you rate the quality of information provided throughout the complaint?** *Fixed answer options.*

**Q Is there anything you think the Legal Ombudsman could have done differently?** *Free text answer.*

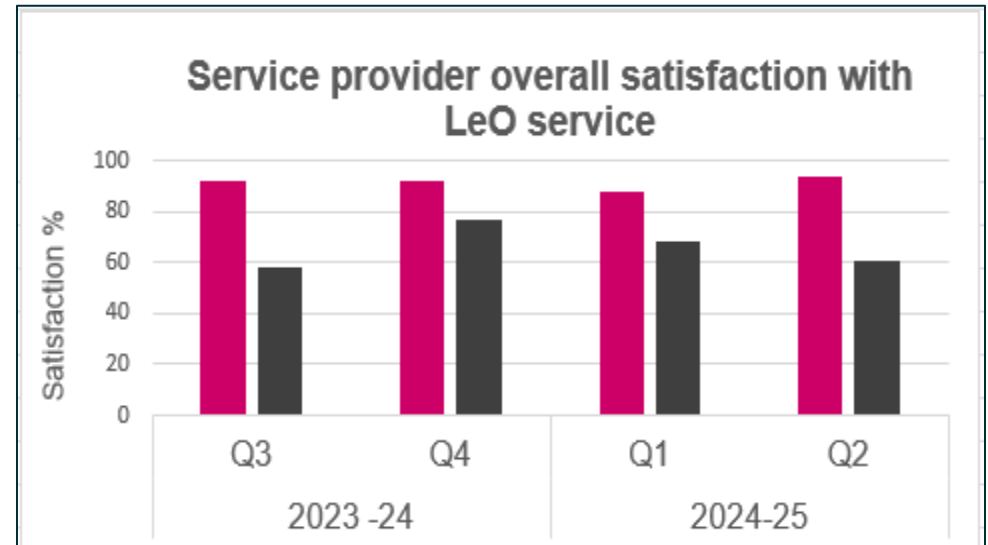
# Customer Satisfaction Surveys



End of Process Survey

- Overall satisfaction with LeO service
- Satisfaction with LeO service amongst those satisfied with outcome of the case
- Satisfaction with LeO service amongst those dissatisfied with outcome of the case

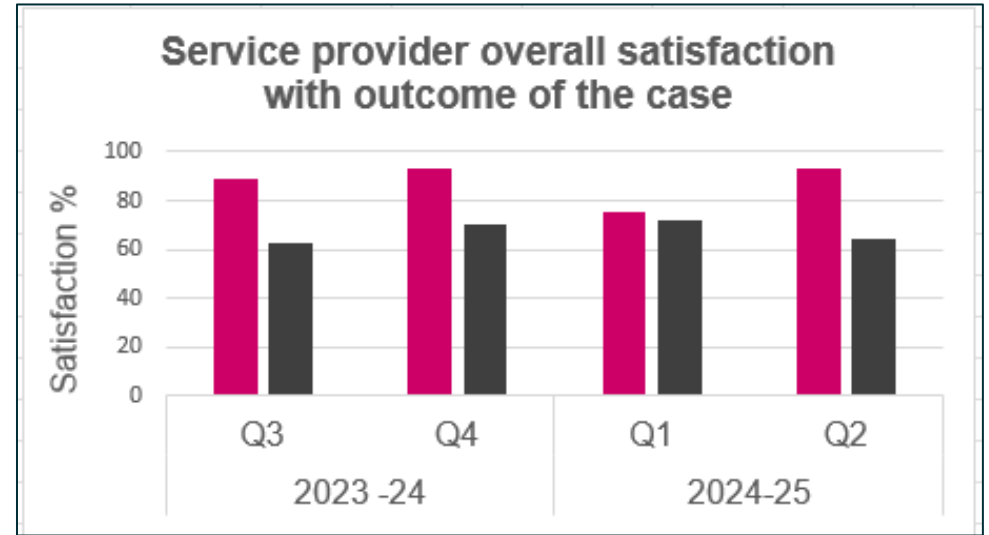
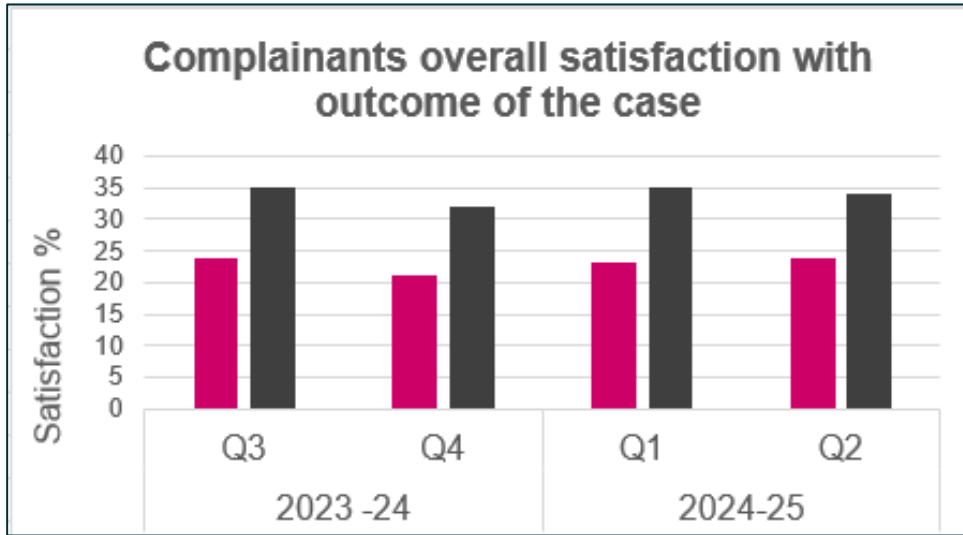
# Customer Satisfaction Surveys



End of Process Survey

■ Early Resolution    ■ Investigations

# Customer Satisfaction Surveys



End of Process Survey

■ Early Resolution    ■ Investigations

# Customer Satisfaction Surveys

End of  
Process  
Survey

**How feedback is used to improve service delivery:**

## Recontacts (In development)

- Key word search set by us working with Legal and Service Complaints.
- Feedback received monthly and reviewed by the Quality Team 24 hours after receipt.
- Currently in a learning cycle of what is acted upon.
- Process being developed.

## Develop internal Quality Reviews

Quality Reviews developed taking into account the feedback received for us to gain a greater understanding of what the issues are and identify areas for improvement.

## Quality Committee

Insight provided at Quality Committee through meeting and/or reports containing verbatim feedback.

# Customer Satisfaction Surveys

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## How do we compare to other Ombudsman Schemes

- Not all Schemes do surveys.
- For Schemes that do surveys, resource is often an issue with at worst, activity being suspended.
- No consistent point of survey.
- No consistent method of delivery.
- No consistency frequency.
- None of the information available suggest we under survey, perhaps leaning more the other way.

## What are we doing next:

Full review of our surveys in 2025/26. This will include:

- Benchmarking with other Schemes
- What we survey
- When we survey
- Volume of surveys
- Survey method
- What we do with the data