

Appendix W.

Client Assessment

Interview

This is a protocol for interviewing clients after completion of your work for them on a matter. It is designed to elicit feedback about a range of specific aspects of your services and interactions with clients.

You may not be able to interview all of your clients, and if not, you should develop a plan for selecting which clients to interview. You might limit the interviews to certain types of matters, such as those of a certain size or dealing with particular types of issues (referred to as “qualified cases”). You might then select a fraction of qualified cases, such as a quarter or half, depending on the number of cases and the time available to do the interviews. Decide on a procedure for selecting cases for interviews, such as every fourth qualified case you complete.

This form assumes that your office would interview some of your clients after you have completed work in their matters. Although you might want to conduct the interviews for your own cases, some clients may not feel comfortable being candid with you. So you might arrange for a member of the support staff or another lawyer in your office to do the interviews. In some cases, you might want a consultant to conduct interviews. Using a consultant may increase clients’

willingness to be candid. Of course, using a consultant involves some additional expense.

Many clients will want to know who will or will not learn about their answers. Researchers often protect confidentiality—and thus encourage candor—by telling people that their responses will be reported only in combination with others' responses. Although this arrangement encourages candor, it means that you would not learn about clients' reactions in particular matters. If you prefer to get these specific reactions, you cannot promise confidentiality, which may decrease clients' candor to some degree.

This form includes an email to solicit clients' participation and a list of questions for the interview. You should modify this form to fit your situation. For example, you might send the solicitation by postal mail, or you want to adapt this for use in Internet surveys rather than telephone interviews. For further discussion, see Chapter 9.

Solicitation E-mail

Dear _____:

Our law office routinely interviews some of our clients to help improve our services to clients in the future. You have been randomly selected for one of these interviews.

We would appreciate it if we could interview you about how our office handled your case involving _____. We will ask about things you liked and things you didn't like. The interview can take about [15] minutes, though it could take more or less time depending on how much you want to say.

If applicable: We will combine your answers with those of other clients so that no one will know your particular responses (except the interviewer).

Can we schedule a time to call you for this interview? If so, are there some dates and times that would be especially convenient for you?

Thanks very much for your consideration.

Sincerely,

/s/

Interview Protocol

Thanks very much for taking the time to talk with me today about how our office handled your case involving _____. We would especially appreciate it if you could be as candid as possible—both about things you liked and things you didn't like.

If applicable: We will combine your answers with those of other clients so that no one will know your particular responses except for me, and I won't tell others in our office.

For most of the questions, I will ask you to begin your answer with a numerical rating and then briefly explain in your own words. The numerical ratings will be on a scale from 1 to 5 where 1 means "very dissatisfied," 5 means "very satisfied," and 3 means "neither satisfied nor dissatisfied." Some questions may not be applicable to your case, and please let me know if that's your situation.

Do you have any questions before we begin?

1. Overall, how satisfied were you with the services you received from our office?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

2. How satisfied were you that your lawyer(s) understood your goals?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

3. How satisfied were you with your lawyer(s)' actions to achieve your goals?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied

- very satisfied

Why do you feel this way?

4. How satisfied were you with your lawyer(s)' advice to you?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

5. How satisfied were you with the outcome of your case?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

6. How satisfied were you with your lawyer(s)' interactions with the other side?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied
- not applicable

Why do you feel this way?

7. How satisfied were you with your lawyer(s)' performance in litigation?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied
- not applicable

Why do you feel this way?

8. How satisfied were you with your lawyer(s)' performance in negotiation (including mediation, if applicable)?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied
- not applicable

Why do you feel this way?

9. How satisfied were you with the accuracy of the communications you received from our office?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

10. How satisfied were you with the promptness of the communications you received from our office?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied

Why do you feel this way?

11. How satisfied were you with your interactions with the support staff in our office?

- very dissatisfied
- somewhat dissatisfied
- neither satisfied nor dissatisfied
- somewhat satisfied
- very satisfied
- not applicable

Why do you feel this way?

For the next two questions, there will be slightly different numerical scales, as I will explain.

12. Would you recommend our office to others who have a case similar to yours? Please answer on a scale from 1 to 5 where 1 means “definitely would not recommend” and 5 means “definitely would recommend.”

- definitely not
- probably not
- uncertain
- probably would
- definitely would

Why do you feel this way?

13. Considering the value you received from our services, how reasonable were the fees? Please answer on a scale from 1 to 5 where 1 means “very unreasonable” and 5 means “very reasonable.”

- very unreasonable
- somewhat unreasonable
- neither reasonable nor unreasonable
- somewhat reasonable
- very reasonable

Why do you feel this way?

14. What was the best thing about the services we provided in this case?

15. What might we have done to improve our services in this case?

16. Do you have any other comments?

Thank you very much for giving us your feedback.

