

**insight<sup>6</sup>**

CUSTOMER EXPERIENCE SPECIALISTS

**SLS**  
Surrey Law Society

**Championing**

**Client**

**Experience**

**Excellence**



**A groundbreaking partnership between the  
Surrey Law Society and insight6.**

Winning Business | Retaining Clients | Building Loyalty | Boosting Profitability

# Enhancing Your Journey: The Future of Client Experience!

**Delivering an exceptional Client Experience (CX) is the cornerstone of a thriving legal practice. Together, we at the Surrey Law Society (SLS) and insight6 are excited to launch an initiative to transform legal services across our region.**

Why prioritise client experience? As clients increasingly demand personalised, responsive, and exceptional service, this initiative equips SLS members with invaluable tools and insights to enhance client interactions. We are proud to present this opportunity for SLS member firms to gain deeper insight into their client's expectations and how they can be met. This initiative will help our members attract and retain more clients.

We aim to empower members to meet rising expectations, foster deeper client relationships and drive business success.

Together, we will redefine service standards and create an environment where prospects and clients feel valued and understood. Here, we share the compelling benefits of joining our initiative. Explore our cost-effective options designed to elevate your services and drive growth, including an **exclusive 10% discount for SLS members**—don't miss this chance to stand out from the competition. Join us in championing client experience excellence —because providing outstanding service is not just a goal; it's our commitment to your clients and your firm!



Helen Opie,  
CEO, Surrey Law Society



Paul Matthews,  
CX Director, insight6 (CCXP)



Scan the QR code or [click the link](#) to sign-up before the 31st March 2025 to unlock your member discount.





# A Pioneering Partnership! Why You Need This Initiative

**Surrey Law Society and insight6 are joining forces to elevate client experience (CX) across the legal sector in the Southeast.**

insight6 has collaborated with hundreds of law firms because we truly understand your industry's uniqueness.

## **Opportunity Awaits!**

Do you know what your clients think of your service? Feedback exists, even if you're not seeking it! Clients often reach out during stressful moments—personal loss, criminal charges, or divorce. These situations can diminish satisfaction or become defining moments for your firm.

## **Take Action for Transformation!**

We empower you to see your firm through your clients' eyes. By uncovering their thoughts and feelings, we can enhance the client experience, build trust, and improve retention, helping you understand what it feels like to be a client at your firm.

## **Our Objectives**

- **Understand Your Clients:** Gain insights into how enquiries are managed and client perceptions.
- **Identify Improvement Areas:** Review client promises and assess performance metrics to highlight strengths and opportunities.
- **Benchmark Your Firm:** Align your firm against other Surrey Law Society members and the broader legal sector to ensure you're exceeding client expectations.
- **Cultivate a Client-Centric Culture:** Equip your firm with the tools to create a supportive and empathetic environment for every client.

**Get your exclusive 10% discount for Surrey Law Society members—sign up by the 31st March 2025.**

# Your Path to Success: Explore Our Approach



## OPTION A

### CX Reviews (Mystery Shops)

Discover how your firm performs in real-time. We'll evaluate new enquiry handling through phone and website interactions, providing insights based on over 150 experiences from 30 participating firms.



## OPTION B

### Baseline Client Experience Insight

Establish a comprehensive understanding of your client experience with two targeted surveys—one for clients and one for employees. You'll receive a detailed report highlighting attitudes, trends, and benchmark scores.



## OPTION C

### Client Interviews

Conduct one-on-one interviews with your largest clients to gather insights on communication, service delivery, and added value. You can also choose additional consultancy to assess client promises and SRA feedback adherence, helping us determine which departments to evaluate. This data will contribute to the a Professional Client Enquiry Journey Report, shared with all members to enhance engagement and CX awareness.

# Unlock the Potential of Client Experience: Tailored Packages

We offer four opportunities to invest in your firm's client experience insight. Claim your exclusive 10% discount on the rates below for Surrey Law Society (SLS) members by signing up before the 31st of March 2025.

Package	Investment	What's Included
Option A	£1,705 + VAT	10 CX Reviews tailored to your chosen departments
Option B	£4,345 + VAT	2 comprehensive surveys and detailed report
Option C	£2,475 + VAT	10 one-on-one client interviews
Option D	£7,975 + VAT	Full package with extensive support and insights

Participating in options B, C, or D grants you automatic entry into the annual SLS Client Experience Award at the October 2025 ceremony. Entry is also available to those who do not participate in these options.





# Enhance Your Client Experience: Sign Up Today!

**We're thrilled to kick off the Client Experience Excellence initiative! Take the first step—scan the QR code to sign up before the 31st of March 2025.**



Express Your Interest: Scan the QR code below to sign-up today!



Initial Contact: insight6 will contact you to discuss your participation.



Presentation of Findings: Following assessments, insight6 will present the firms' findings.



Event Organisation: We will coordinate an event where insight6 will share the findings with all participating firms, fostering collaboration and knowledge sharing.



Whitepaper Production: insight6 will produce a comprehensive whitepaper, detailing the data and insights for the society.

## **By participating, firms will receive:**

- Detailed Enquiry Reports: Insight reports benchmarked against the legal sector and the society's memberships, giving us clarity on our performance and areas for improvement.

## **SLS members will also benefit from:**

- CX Measurement Tool: The whitepaper will serve as a tool for ongoing insights.
- CX Award Shortlisting: The data will help shortlist candidates for the annual CX Award at the SLS Legal Awards in October 2025, if you choose options B, C or D.



Scan the QR code or [click the link](#) to sign-up before the 31st March 2025 to unlock your member discount.



Thank you for exploring the Client Experience Excellence initiative! By participating, your firm can unlock valuable insights and elevate client interactions. Don't forget that Surrey Law Society (SLS) members enjoy an exclusive 10% discount on all packages until the 31st March 2025—an opportunity you won't want to miss!

**Are you ready to enhance your client experience? Sign up today and take the first step towards excellence!**



...The client experience programme delivered by insight6 is now a valuable and intrinsic part of our business development work. The mystery shopping programme provides feedback and creates debate internally guiding us on any issues and helping us to celebrate excellent client service.

**Michelle Pugh, Marketing  
Director, Wollens Solicitors**



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**WOLLENS**  
Full spectrum law



# Get Your **Client** **Experience Excellence** Programme Underway

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