

Client Satisfaction Survey

Good morning All.

I would like to issue a client satisfaction survey to my clients at the end of representation. In the past, I've just used a brief questionnaire, but I'm seeking something more detailed (i.e. On a scale of 1-5, rate my responsiveness) and want to ensure I cover all bases. Do any of you use such a survey? If so, would you be willing to share it with me?

Thank you in advance and have a great day.

You must not take indigent criminal cases. Surveys from those clients would definitely run the gamut somewhere between they love you and a bar complaint/post-conviction relief.

Eric C. Davis, Alabama

Thanks Eric. So far, I haven't had the pleasure of working with indigent criminal clients.

I only use surveys for my full fee paying civil clients. For example, I'm in the process of wrapping up a contract negotiation case and would like my client to put all of the kind things he has said to/about me in writing. I figured a comprehensive survey would be easier.

Amber Nicole Ying, Indiana

When I was first starting, I made a survey using survey monkey (<http://www.surveymonkey.com/>). You can see my survey here: <http://www.surveymonkey.com/s/JTTWNLZ>. I think I've sent it to maybe a dozen people, but I sort of stopped doing it at some point, because I have a really informal relationship with my clients, and this seemed weirdly formal.

It sounds like you want to use the results in a marketing way, which I think is an interesting idea--does anyone else do that? Do you get the client's permission first, or do you make the comments anonymous somehow (like, "Karen B. says, "Amber Ying is my favorite attorney ever!").

Good luck with this project!

Christina

Christina W. Crudden, Pennsylvania

SoloSez Popular Threads, July 2012

Just remember that you don't want to irritate a favorably impressed former client with the survey. Comprehensive to me means long, and this can create an unfavorable impression and reduce compliance in completion. Typical trend for more than just a few questions on surveymonkey.com is to offer that they have an entry into a drawing for a technotoy as encouragement.

Darrell G. Stewart, Texas

I actually hadn't thought of using the survey as a marketing tool- just one to provide feedback on what I need to improve.

But, the marketing aspect is interesting and I'd like to know if others have used feedback in that manner.

Amber Nicole Ying

i use to do a survey too and use their comments as testimonials on my website. I did one on survey monkey. haven't done it in a long time though. I always go their permission in the survey prior to posting it on the website.

Reena Gulati, New York

the clients about that. I tell them that I would like all feedback because I am always trying to improve my service, and that I would also appreciate comments that I can use on my testimonials page. People seem fairly receptive to it. Here's the survey (made with jotform):

<https://secure.jotform.us/form/20384124382>

Carole, Butcher & Callaghan
