Customer satisfaction survey

Invitation to tender
# Table of contents

1 Introduction  
2 Project description  
3 Aims  
4 Outputs  
5 Timetable  
6 Budget and terms  
7 Criteria for selection of supplier  
8 Weighting  
9 Project management  
10 Tender submission details
Tender specification

Customer satisfaction survey

1 Introduction

The Legal Ombudsman was set up under the Legal Services Act 2007, operating from offices in Birmingham. The Legal Ombudsman is independent of the legal profession, consumers and Government. People can come to the Legal Ombudsman if they are unhappy with the service they have received from lawyers or others providing legal services (such as legal executives, patent attorneys, licensed conveyancers, etc). The Legal Ombudsman aims to provide a complaint handling service that is fair, accessible, easy to use and focused on resolving complaints informally and quickly.

The Legal Ombudsman receives around 70,000 contacts per annum, mostly over the ‘phone (which is the preferred way of communicating with customers – complainants and lawyers alike). Of these, between 7500 - 8000 are accepted for further investigation as complaints that fall within jurisdiction. The Legal Ombudsman cannot respond to every complaint about legal services. The ‘scheme rules’ govern what the Legal Ombudsman can and cannot help with, and they define some areas where discretion can be exercised. More information about what the Legal Ombudsman does can be found at http://www.legalombudsman.org.uk.

Around 10% of cases that are accepted turn out, on further investigation, not to be within jurisdiction. The Legal Ombudsman normally resolves around 40 – 45% of cases. In a further 15-20% of cases the complainant either withdraws the complaint, is unable to proceed, or the Ombudsman decides, for the reasons set out under Section 5 of the scheme rules, that it is not possible for the Ombudsman to resolve the matter. Between
35% - 40% of complaints go all the way through the process to the ultimate conclusion, which is an Ombudsman’s decision. The Legal Ombudsman is currently closing around 1,700 - 2,000 cases, either formally or informally, each quarter.

The Legal Ombudsman would like to reflect on some of this experience by sampling complainants' and lawyers' views of the service they have received by conducting a series of comprehensive surveys assessing customer satisfaction and consumer confidence.

2 Project description

The Legal Ombudsman is seeking to conduct a programme of quarterly surveys to assess customers' perceptions of their confidence in, and satisfaction with, the services it provides.

The Legal Ombudsman would like to gain an understanding of the experiences of customers who use its services as they progress through the organisation and the business process (Please see Annex 1). The survey will therefore need to be designed with a strong focus on the Legal Ombudsmans’ organisational process as well as gauging customers' overall satisfaction with the services provided. Due to the nature of the organisations relationships with its customers, a particular challenge for the researchers will be distinguishing between the satisfaction that customers have with the outcome of their complaint / case and the service that has been provided. An important element of the survey will therefore also be an assessment of how customers perceive the Legal Ombudsman as an organisation and their confidence in its performance against the organisational vision and values. These are set out below:

Vision:

Everyone can access legal services in which they can have confidence.

Values:
• Independent
• Fair
• Effective
• Shrewd
• Open

Surveys will be conducted with a sample of customers that have had their case resolved / closed in the preceding quarter, and who have given their consent to participate in the research. The Legal Ombudsman anticipates that this will be in the region of 1,700 cases (therefore 3,400 contacts – one complainant and one lawyer). The Legal Ombudsman will seek advice from the successful candidates on the appropriate sampling methods and sizes to ensure robust and representative data is obtained. The Legal Ombudsman envisages that the vast majority of the survey will be conducted by telephone, as this is the primary form of contact that the Legal Ombudsman has with its customers. However the Legal Ombudsman also welcomes proposals from potential suppliers for surveys to be conducted by mixed methods including email and telephone.

The Legal Ombudsman expects the successful research team to identify how their approach and methodology will consider specific equality and diversity access needs of its customers, such as complainants in prison, customers with language barriers and mental health issues.

3 Aims

• To gain an understanding of how satisfied customers (those people who use the service: complainants and their representatives) of the Legal Ombudsman are with the service it provides.
• To gain an understanding of how successfully the Legal Ombudsman delivers against its stated vision and values.
• To gain an understanding of the Legal Ombudsman’s customer experiences as they progress through the service.
• To monitor changing patterns in customer satisfaction and confidence to inform future operational development.
4 Outputs

The Legal Ombudsman expects the successful research team to:

- Conduct four quarterly customer satisfaction surveys.
- Produce four quarterly data reports which contain a detailed analysis and breakdown of the data for both customers and lawyers, using PowerPoint, Excel, charts and graphs to illustrate findings.
- Produce one overarching annual report – identifying key trends and patterns, highlighting key findings and making recommendations for areas of further research.
- Provide two presentations (annually) on key findings to the board and members of staff.

5 Timetable

<table>
<thead>
<tr>
<th>Task</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tender advertised</td>
<td>9 September 2013</td>
</tr>
<tr>
<td>Deadline for proposals no later than 5pm</td>
<td>30 September 2013</td>
</tr>
<tr>
<td>Shortlisting of tenders and take-up of references</td>
<td>4 October 2013</td>
</tr>
<tr>
<td>Interviews with shortlisted tenders</td>
<td>14 / 15 October 2013</td>
</tr>
<tr>
<td>Decision on preferred supplier</td>
<td>18 October 2013</td>
</tr>
<tr>
<td>Any outstanding matters checked and confirmed with preferred supplier</td>
<td>25 October 2013</td>
</tr>
<tr>
<td>Confirmation of chosen tender</td>
<td>28 October 2013</td>
</tr>
</tbody>
</table>
6  Budget and terms

The Legal Ombudsman expects tenders to be within £40,000 **inclusive of VAT**. Submissions will be judged on their overall quality and value for money, together with their likely success in providing the data and insights needed within the agreed timeframe.

The Legal Ombudsman requires tender responses and pricing for a contract for an initial four quarterly reports. The Legal Ombudsman would also welcome pricing for an option for the continuation of the quarterly surveys and annual reports over a period of up to a further two years.

7  Criteria for selection of supplier

- Description of the methodology (or methodologies) to be used to capture the experiences, opinions and suggestions of a representative sample of Legal Ombudsman complainants and lawyers, including the proposed sample size and frame.
- Summary of the proposed project management and client liaison arrangements.
- Provision of a detailed breakdown of costs (and cost options) showing which staff will be involved in each stage of the research, what their specific roles are and the costs associated with each person and task (day rates and other costs), **inclusive of VAT**.
- Outline of the risks associated with the approach(es) proposed, including the likelihood of failure to meet quotas and deadlines and the actions to be taken to mitigate such risks.
- Summary of expertise and experience / track record in this field, including membership of specialist professional bodies and any associated accreditations or quality marks achieved.
- Speed by which the data, survey and analysis of results can be reported each quarter.
- Supplying the names and contact details of two recent clients who would be willing to provide a confidential reference in support of the proposal.
- Provision of a detailed project plan, showing key milestones, activities and delivery dates.
• Provision of a clear description of the format, and content and nature of the reports that will be produced.

8 Weighting

The table below indicates the weighting the Legal Ombudsman will attach to key features of proposals when scoring their suitability. The Legal Ombudsman is under no obligation to accept any proposals, irrespective of their relative cost, the scores they achieve on paper or the performance of shortlisted suppliers at interview.

<table>
<thead>
<tr>
<th>Key features</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methodology (quality and appropriateness for audience)</td>
<td>40%</td>
</tr>
<tr>
<td>Reporting content and clarity of analysis.</td>
<td>20%</td>
</tr>
<tr>
<td>Value for money (potential yield within budget)</td>
<td>25%</td>
</tr>
<tr>
<td>Track record (previous experience of working on similar projects with customer focused government agencies and references)</td>
<td>10%</td>
</tr>
<tr>
<td>Risks (identification and mitigation)</td>
<td>5%</td>
</tr>
<tr>
<td>All</td>
<td>100%</td>
</tr>
</tbody>
</table>

Any proposals scoring less than 60% are unlikely to be shortlisted. Top scoring suppliers will be invited to present their proposals at interview, before a Legal Ombudsman selection panel. The panel will include senior managers from the Legal Ombudsman.

9 Project management

The project will be managed on a day to day basis by Aman Shukla, Research and Policy Officer with the Policy and Communications team, to whom all enquires about this research specification and tender documents should be addressed. Ultimate responsibility for project
delivery will lie with Alison Robinson, Head of Policy and Communications.

Contact Aman.shukla@legalombudsman.org.uk or telephone 0121 245 3119.

Aman Shukla will compile a list of any questions she is asked by intending suppliers before the submission date, together with her responses. A copy of these, where relevant and in the interests of fairness, will be emailed to every provider invited to submit a proposal.

Any contract agreed with the provider will be closely monitored to ensure that quality standards are maintained for the life of the project.

10 Tender submission details

Proposals should be emailed to Aman.shukla@legalombudsman.org.uk by 5.00 p.m. on 30 September. They should be sent as attachments in pdf format, duly completed. Late submissions will not be considered.
Annex 1. Legal Ombudsman’s Operations Process

Stage 1: Contact
- Access Service
- Jurisdiction Check
- Signpost
- Scope of complaint
- Agreement to proceed

Stage 2: Allocation
- Review information
- Accept Case
- Allocate to Investigator
- Refer Misconduct

Stage 3: Resolution
- Plan Investigation
- Gather Evidence
- Informal Resolution
- Investigate & Recommend
- Parties Agree
- Parties not agree

Stage 4: Ombudsman decision
- Ombudsman Decision
- Notify Parties
- Consumer Accepts

Stage 5: Compliance & Enforcement
- Confirm Compliance
- Enforce Compliance
- Close Case

Stage 6: Closure & Publication
- Create Case summary
- Check details complete
- Publish summary (internal)
- Publish summary (external)
- Archive & destroy