



## Judging and comparing the quality of legal services providers: A view from the LSB's Public Panel

**69** members of the public in England and Wales, from diverse backgrounds

**2** weeks of online deliberation

**5** Zoom focus groups

### Customer experience is most important to identify a 'high quality' provider

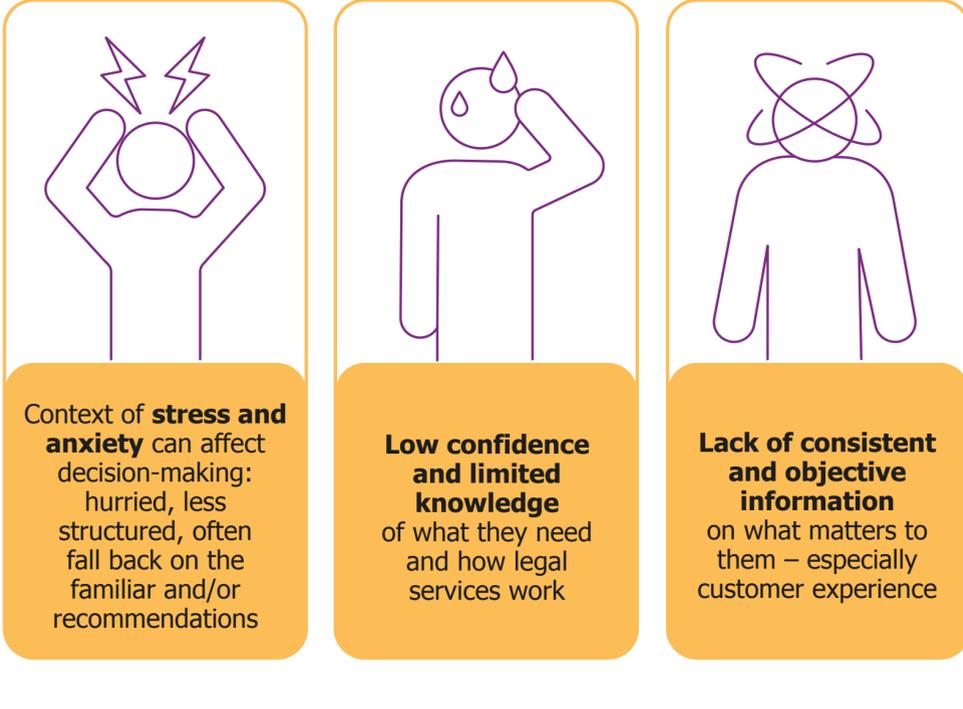
Participants looked for a range of attributes to identify a 'good' legal advisor, but customer experience is the most important.



"Often it is sensitive information you are dealing with when assessing legal services, so not only does the cost of the product matter, but also the wider rapport, trustworthiness, and efficiency."

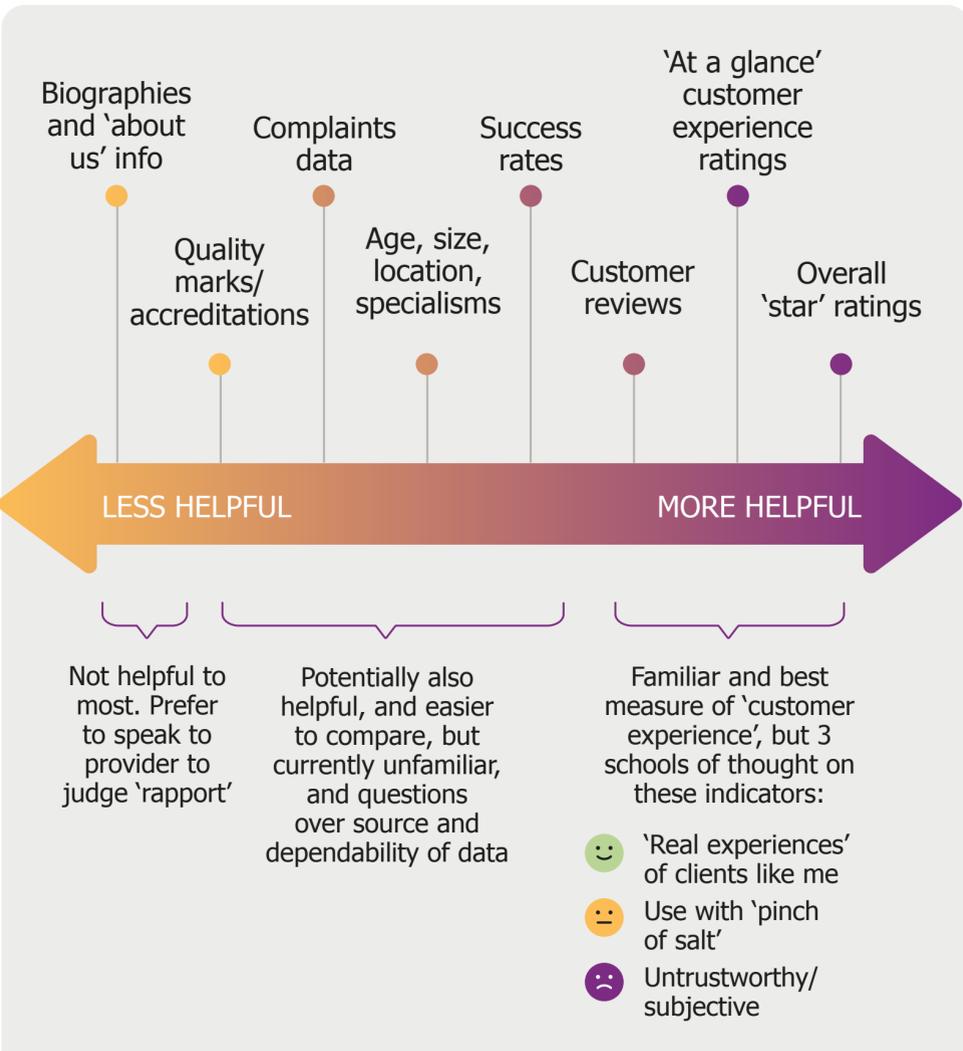
### Consumers currently struggle to assess providers on quality

Participants found it very hard to judge and compare quality of providers, because...

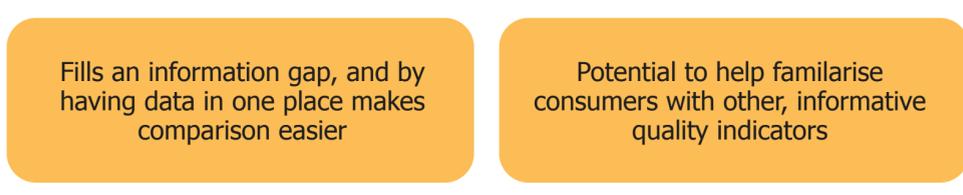


### Consumers rely on a mix of quality indicators when choosing a provider

No single quality indicator stands out as best, though customer experience measures are more helpful for most than other indicators.



### Consumers think a single online register would help them to compare and choose providers



A welcome idea to make it easier to judge and compare quality, though consumers suggest many more features than currently proposed. A perfect single online register would:



"[A single online register] could become a smooth, comfortable and easy way for anybody to be able to compare honest scores and...to discover noteworthy points that they should be taking into account in their choice of solicitor that they hadn't yet considered."

Even so, it is not a 'cure-all'. Recommendations, ratings, reviews and conversations with providers still likely to dominate decision-making.

