



## Case study



## The Law Society

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- Lindsay Douglas,  
project manager  
The Law Society

### The Company

The Law Society is the regulatory and representative body for solicitors in England and Wales.

### The Challenge

How ensure that policies are in line with the opinions of members? Any consultation exercises need to be compliant with the Disabilities Discrimination Act (DDA).

### The Solution

The Law Society was already using the Opinion-8 surveying system for quality monitoring in its call centre, so it decided to use the same system for consulting members on its policies.

### The Benefits

- Visually appealing web-based survey
- Compliance with the stringent accessibility requirements of the Disabilities Discrimination Act
- The survey was up and running very quickly
- Surveying platform capable of handling a high level of response from members

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- Lindsay Douglas,  
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The Law Society

The Law Society is the regulatory and representative body for solicitors in England and Wales. It is keen to make sure its policies are in line with the opinions of its members. In early 2006 it planned a large scale membership consultation exercise called "Have your say". The Law Society wanted members to be able to participate in the consultation both using a web-based survey or paper-based questionnaires.

One of the key requirements was to make the web consultation highly accessible, and compliant with the Disabilities Discrimination Act (DDA). The Law Society sought a provider who could provide a suitably accessible service. Additionally the surveying platform had to be capable of handling the potentially high level of responses from the membership.

The Law Society was already using the Opinion-8 surveying system produced by Square Systems Ltd. for quality monitoring in its call centre, so it investigated using the same system for the "Have your say" consultation. Square Systems were able to demonstrate that the Opinion-8 platform was advanced enough to not only satisfy the stringent accessibility requirements, but also to facilitate a complex but visually appealing web-based survey.

"Square Systems were very helpful from the first discussions," said Lindsey Douglas, project manager at the Law Society. "We had the survey up and running very quickly and the Square Systems staff were able to help us with issues that came up at weekends and evenings."

"The Survey went very well and it was easy for us to get management information from Opinion-8's web reporting module," continued Lindsey. "We are in an excellent position to continue to deliver the high-quality services our membership deserves."

### **About Square Systems**

Opinion-8 was developed by Square Systems Ltd. Square Systems is a UK-based developer of integrated software solutions for contact centres. These include automated customer satisfaction monitoring, workforce management, call recording and call handling along with wallboards and agent training systems. For more information, please visit [www.squaresystems.co.uk](http://www.squaresystems.co.uk)