

CLIENT REVIEW RESOURCE BUNDLE



FOR LAW FIRMS



Consultwebs
helping law firms & clients connect

WHAT'S INCLUDED IN THIS CLIENT REVIEWS BUNDLE

CLIENT SATISFACTION SURVEY AND CONTACT LETTER TEMPLATES

The templates included in this bundle are tools to help you generate more online reviews for your firm. Just customize them to fit your firm's requirements and use them to help identify and contact clients about leaving your firm an online review.

By noting a client's answers to the satisfaction survey, you can better judge if he or she is a good candidate to contact about a review. Those that give higher marks on the satisfaction survey may be more willing to post a positive Google review for your firm.

The letter template can be customized and used to reach out to clients, and walk them through the basic steps of leaving a Google review. You may consider creating a handout with instructions and images to supplement the written material.

RESPONDING TO NEGATIVE REVIEWS

This how-to guide provides you with some information about what to do if you find your firm in the unfortunate circumstance of having received a bad review online. By taking the steps outlined here, your firm can turn a bad online review into a positive brand building opportunity.

CLIENT COMMUNICATION STYLE GUIDE

The client communication style guide is meant to help your firm prevent negative reviews. With this primer, your staff will be able to communicate effectively with your clients and leave a lasting, positive impression.

Building positive reviews over a period of time will help to establish a history of your firm's strong reputation, as well as build a testament to your ongoing success.

As always we remind you to make sure that all steps your firm takes are in accordance with Bar regulations, requirements, laws and guidelines that apply to your firm.

We hope this resource will equip you and your firm to make generating client reviews a part of your firm's daily agenda.

Client Satisfaction Survey

**THIS DOCUMENT IS PROVIDED AS A TEMPLATE.
PLEASE CUSTOMIZE TO YOUR FIRM'S NEEDS.**

Our law firm vaules your feedback. Please complete the following Client Satisfaction Survey based on the matter in which we recently represented you in. Thank you for your time.

Date:	Client Name:
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1. Overall, how satisfied are you with the quality of the representation our firm provided to you?

☐ Not Satisfied ☐ Satisfied ☐ More than Satisfied ☐ Extremely Satisfied

2. How satisfied are you with the outcome you've received?

☐ Not Satisfied ☐ Satisfied ☐ More than Satisfied ☐ Extremely Satisfied

3. How well has our firm listened to your needs and kept you informed while we have represented you?

☐ Poorly ☐ Satisfactorily ☐ Well ☐ Extremely Well

4. How likely would you be to recommend us to a friend or colleague?

☐ Not likely ☐ Likely ☐ More than Likely ☐ Extremely Likely

Client Satisfaction Survey

(Extended Version)

**THIS DOCUMENT IS PROVIDED AS A TEMPLATE.
PLEASE CUSTOMIZE TO SUIT YOUR FIRM'S NEEDS.**

Our law firm values your feedback. Please complete the following Client Satisfaction Survey based on the matter in which we recently represented you. If you need additional space for comments, please feel free to use the back of the paper. Thank you for your time.

Date:

Your Name:

1. Overall, how satisfied are you with the quality of the representation our firm has provided to you?

☐ Not Satisfied

☐ Satisfied

☐ More than Satisfied

☐ Extremely Satisfied

Comments:

2. How satisfied are you with the outcome you've received?

☐ Not Satisfied

☐ Satisfied

☐ More than Satisfied

☐ Extremely Satisfied

Comments:

3. How did you learn of the firm?

☐ Professional

☐ Friend/Colleague

☐ Internet Search

☐ Prior Client of Firm

Comments:

4. What was your selection criteria for choosing us as your counsel?

☐ Location

☐ Recommendation

☐ Price

☐ Other

Comments:

5. How satisfied are you with the firm's level of knowledge about the law pertaining to your case?

☐ Not Satisfied

☐ Satisfied

☐ More than Satisfied

☐ Extremely Satisfied

Comments:

6. How well has our firm listened to your needs and kept you informed while we have represented you?

☐ Poorly

☐ Satisfactorily

☐ Well

☐ Extremely Well

Comments:

7. Did you feel that the office staff was knowledgeable, professional and courteous?

☐ Yes

☐ No

Comments:

8. Did you visit the firm's website before contacting us?

☐ Yes

☐ No

Comments:

9. If you did visit our website, what did you find helpful?

Comments:

10. How could we make our website more helpful?

Comments:

11. Did you have any issues with your billing statements?

☐ Yes

☐ No

Comments:

12. Did you feel the firm's services were reasonably priced?

☐ Yes

☐ No

Comments:

13. Is there any other legal situation that we can help you with?

☐ Yes

☐ No

Comments:

14. Do you believe that another law firm would have given you a better experience or better outcome?

☐ Yes

☐ No

Comments:

15. How likely would you be to recommend the firm to a friend or colleague?

☐ Not likely

☐ Likely

☐ More than Likely

☐ Extremely Likely

Comments:

**THIS DOCUMENT IS PROVIDED AS A TEMPLATE.
PLEASE CUSTOMIZE TO YOUR FIRM'S NEEDS.**

Greetings **[CLIENT NAME]**,

I wanted to reach out to you to let you know how much we have appreciated representing you, and to request a moment of your time now that your matter has been resolved.

Your feedback helps to spread the word about the high quality of service we provide. I would be grateful if you would take a few minutes to post a positive review on our Google+ page.

These steps make the Google+ review process quick and simple:

- If you already have a Google account (for example, if you use a Gmail address or have a Google+ profile), just visit our firm's Google+ page **[Link Your Firm's Google Page Here]**.
- If you do not have a Google account yet, you can create one by following this link **[Link To <https://accounts.google.com/signup>]**.
- Then, click on "Write a Review."
- Select a star rating for the firm to indicate your level of satisfaction.
- Then, write a few words about your experience with us.

If you need any help through the steps, I will be happy to call you at your convenience to walk you through the process.

We truly value your recommendation and believe it will benefit those who might consider working with us in the future. Please let me know if you have any questions.

Thank you!

[Firm Representative]

HOW TO RESPOND TO A NEGATIVE ONLINE REVIEW



FIRST THINGS FIRST

Stay calm. Don't respond immediately. Take time to calm down so your response is not based on a knee-jerk reaction.

Acknowledge your mistake. Doing this will show others that you are making an effort to correct the problem.

Plan further contact. Make arrangements to contact the client outside of the review forum if the issue is more complicated or requires discussing specifics about the case.



EMPOWER YOURSELF

Know your policy. Be familiar with all client relations issues, even if other staff members are handling them.

Take ownership. Be “the manager” when clients insist that they “want to speak to a manager.” Be empowered to extend discounts, complimentary services, or other offerings along with a mea culpa. At the same time, recognize when a phone call from a partner, leadership member or principal of the firm would help to de-escalate a conflict.



CRAFT A RESPONSE

Respond professionally. Keep your response short and to the point. Be courteous and avoid getting personal.

Explain what your firm's policy is in these circumstances and what you may be willing to do above and beyond your normal policy. Reassure the client that you are committed to his or her satisfaction. Explain the steps you are taking to correct the problem.

Ask the client's input on how to resolve the situation and how to avoid the same problem in the future. This is a perfect time to reframe the conflict. Instead of client versus firm, the discussion is now focused on how the client can work with your firm to improve the process.

Thank the client for his or her help in resolving an unfortunate issue (even if the help was minimal or given grudgingly!) and follow up with an email or a brief note. Mention any additional goodwill gestures, if applicable.

KNOW YOUR CLIENT'S COMMUNICATION STYLE



ASSERTIVE

Qualities:

- Maintains good eye contact and an even-toned voice
- Is physically and verbally expressive; you likely will know exactly how they feel
- Asks directly for needs, no beating around the bush

Responding:

- Leave your emotions at the door. Provide answers to their questions and not your feelings.
- Be knowledgeable or prepared to effectively table the conversation until you can gather the facts.
- Demonstrate confidence, even when asking questions about how to proceed.



AGGRESSIVE

Qualities:

- Speaks with a loud voice, often tries to physically dominate the space
- Speaks with rapid, sharp expressions
- Can come across as a bit of a bully

Responding:

- Keep your cool.
- Do not match an aggressive communicator in tone.
- Be proactive in your response by anticipating chances to problem solve.
- Diligently redirect the conversation to solutions, rather than focus on what's wrong.



MANIPULATIVE

Qualities:

- Exhibits a demeanor that may come across as envious or patronizing
- Fishes for compliments; makes others feel obligated or sorry for them
- Indirectly makes needs known, often through sulking

Responding:

- Know that you are being manipulated.
- Frequently reinforce your position.
- Counter manipulation with straightforwardness.



PASSIVE-AGGRESSIVE

Qualities:

- May comment in a sarcastic tone
- Appears innocent and unassuming
- Can seem devious or patronizing

Responding:

- Identify resistance early.
- Avoid passive-aggressive tactics like denial and finger pointing.
- Do not play by their rules. The best way to respond is to be direct and open in your communication.
- Set consequences.



SUBMISSIVE

Qualities:

- Is soft spoken and exhibits low energy
- Seems apologetic, with a victim mentality
- Does not clearly express feelings and desires; often blames others

Responding:

- Be understanding and patient. They may be hesitant and have a hard time expressing how they truly feel.
- Create a safe communication environment.
- Affirm them.
- Use humor to lighten the situation, if appropriate.

GET IN TOUCH WITH US (800) 872-6590

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