

King County Bar Association
Seattle, WA

LRS Member Survey

It's been a few years since the Lawyer Referral conducted a general membership survey. The surveys can help us improve our service to both the panel members and the public. Please take a few moments to complete the survey, and fax it back to us at 206-382-1270.

1. How satisfied, generally, are you with your Lawyer Referral membership? (please circle one)
very satisfied satisfied neutral dissatisfied very dissatisfied

Referrals

2. Please estimate what percentage of your referrals turn into retained cases. _____
3. What percent of referrals do you have contact with? _____
4. Prior to the informal ethics opinion that prohibits contacting the referral client prior to the client contacting your office, in what percentage of referrals did you initiate contact? _____
5. If you initiated contact, what percentage of those referrals became clients? _____.
6. Would you like to be able to initiate contact? _____ Yes _____ No
7. What is the most common reason for your rejection of a client? _____
8. What suggestions do you have to help the intake staff make better referrals?
(Remember, they're not attorneys.)

Marketing

9. Were you aware that LRS spends about \$60,000 annually on marketing the service?
Yes _____ No _____

10. We market in the yellow pages, online, and in a few small areas such as the Chamber of Commerce newcomer's directory and an occasional radio ad. We also distribute brochures and offer speakers. What other suggestions do you have for marketing?

11. Would you be willing to increase your registration fee to be earmarked just for marketing? Yes _____ No _____ If so, by \$25? _____ \$50? _____

Procedural Items

12. Would receiving a case status report monthly rather than quarterly be more burdensome _____ or less burdensome (the list would be shorter) _____?

13. Would you like receiving the case referral confirmations by e-mail? Yes _____ No _____
How often do you (or your staff) check your e-mail? _____

14. If you did receive the confirmations by e-mail, would you or your staff prefer to return them by e-mail _____ or fax _____?

15. Do you now return the confirmations by fax _____ mail _____ or don't return _____?

16. Some LRS programs collect the \$30 consultation fee prior to referring the client. Such systems usually result in considerable decrease in client referrals but an increase in appearances for consultations. Would you like to see such a system? _____ Yes _____ No _____
If so, would you be willing to increase your registration fee by \$10 annually to accommodate such a system? _____ Yes _____ No _____

17. Do you get enough information about program operation? Yes _____ No _____

18. Would a short orientation manual be helpful? Yes _____ No _____

Miscellaneous

19. Did you attend any of the free noontime CLEs this past year? Yes _____ No _____.

20. If so, please rate, generally, the ones you attended (circle one):
Excellent Good Average Not so good Poor

21. Would you be interested in a full day CLE with a menu of topics at a low cost per credit? Yes _____ No _____

22. Do you have any suggestions for topics? _____

23. We gave up our newsletter a couple of years ago due to postage costs. Would you like a newsletter (to keep you up to date on program changes, good cases referred, or other matters) via e-mail? ____ Yes ____ No
24. We are currently processing referral requests from our website through our staff. Some referral services have self-referral capacity on their website where the potential client gets the referral without significant prior screening. Would you accept referrals made in this way? Yes ____ No ____
25. Are you a member of any other referral service? Yes ____ No ____.
Are there operations of that other service that you think the KCBA LRS should adopt? What are they? _____

26. What recommendations would you make to the Lawyer Referral to improve service to both panel members and the public?

Thanks very much for helping us with our information gathering and for being on the panel.

Name (optional): _____

February 11, 2002