



The Law Society

"The Survey went very well and it was easy for us to get management information from Opinion8's web reporting module"

Lindsay Douglas, Project Manager

The organisation

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

The challenge

The Law Society wanted to ensure that policies are in line with the opinions of members. It planned a large scale membership consultation exercise called "Have your say". The Law Society wanted its 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 solution

The Law Society was already using the Opinion8 surveying system for quality monitoring in its call centre, so decided to use the same system for consulting members on its policies. Square Systems were able to demonstrate that the Opinion8 platform was advanced enough not only to satisfy the stringent accessibility requirements, but also to facilitate a complex but visually appealing web-based survey.

The benefits

- The survey was compliant with the stringent accessibility requirements of the Disabilities Discrimination Act.
- The survey was up and running very quickly.
- The surveying platform was capable of handling a high level of response from its members.
- The web survey was easy to use and visually appealing.

About Square Systems and Opinion8

Square Systems specialises in leveraging open source technology for application in contact centres, and has developed and manages the Opinion8 survey system.

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