



Ca SSOA – Legal Assistance Helpline

November 2023

Michael Jenkins – Head of Legal Helpline

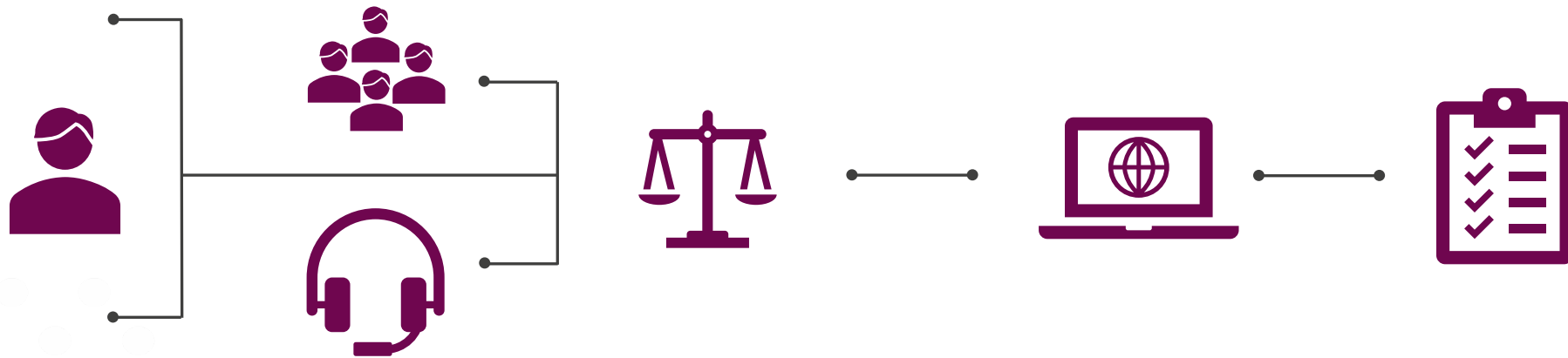


Customer journey

Legal Assistance Helpline 02921158155

Call diverts to First Response Team in peak periods

First Response Team take customer's details and arrange call back to the customer within one hour



Customer telephones the Legal Assistance Helpline

Legal Assistance Adviser directly answers the customer's call

Legal assistance and advice provided to customer

Customer attendance note recorded to allow follow on advice to be provided if needed

Survey Monkey CSQ link text to customer



Service Levels

We operate to the following service level agreements:



In addition, we have an internal target for 80% of customers to receive advice immediately on contacting the Legal Assistance Helpline or within one hour.

Operating Hours

The Legal Assistance Helpline operates **24 hours a day, 7 days a week.**

During **8am to 8pm Monday to Friday, and 9am to 5pm on Saturdays**, calls to the Legal Assistance Helpline are triaged, the call file set up and progressed to the advice stage.

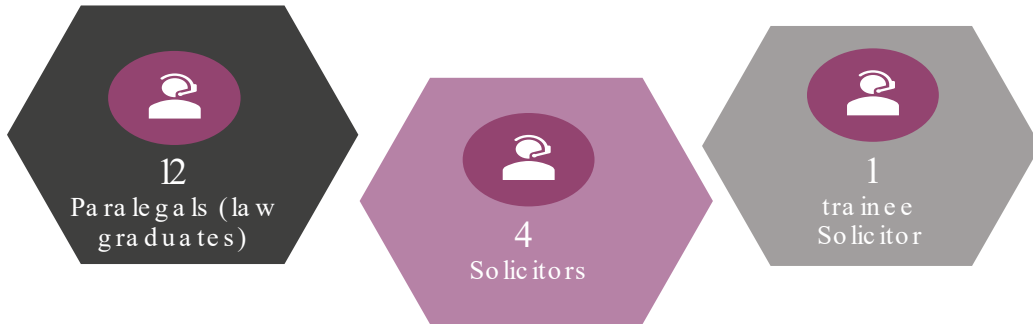
Where all Legal Advisers are engaged on other calls, we aim for a Legal Adviser to return the customer call within 1 hour in over 80% of cases (unless otherwise agreed with the customer).

Outside of these core hours, calls will be answered by the FRU Team who will arrange for the 'on-call' Legal Adviser to call the customer within 1 hour (unless otherwise agreed with the customer).



The Team

The existing Legal Assistance Helpline Team consists of:



In addition, six dedicated call centre First Response Unit (FRU) staff provide a customer triage service, with an overflow team of an additional sixteen available.

Expert legal advice

Legal advice is provided by our experienced team to ensure that the correct advice is always provided:

- All advisers have a minimum law degree and post-graduate diploma in legal practice
- All advice calls are audited internally at intervals determined by the independent Audit Team with a minimum of 20 calls audited quarterly. An example of the audit form is attached in Appendix 1
- Our Team Managers utilise a monitoring, attached in Appendix 2, and are trained to monitor calls on an outcome focussed basis with equal credit being valued to technical quality and customer service
- Where necessary, additional ad-hoc monitoring can be carried out based on specific needs, i.e., if an area of weakness is discovered in monitoring. Additional monitoring of each area of law is also conducted for new Legal Advisors
- Monitoring is factored into annual employee appraisals along with productivity, quantity, and other SMART objectives.
- Our Team Managers are qualified solicitors and are available to provide support to the team on an ongoing basis



Training

Our Legal Advisors are trained in four main areas of law, as well as the training received during our Legal Advisors post graduate diplomas:

- Employment
- Property
- Consumer
- Landlord and tenant

Before our Legal Advisors are permitted to provide guidance with no supervision, they must be fully competent with each area of law. Until these competencies are met, a Solicitor, team or department manager will supervise all calls to ensure the Legal Advisor has an appropriate understanding of the specific area of law.

It takes typically 6-12 months for a Legal Advisor to be fully competent in each area of law, and as the law developed, the training guides will be updated with additional training provided. Most recently the law in Wales changed in relation to landlord and tenant matters.

Arc Legal is registered with the SRA as a non-regulated entity (SRA ID655018) and our solicitors are named as employees on the SRA records. In addition to Arc Legal's insurance CPD requirements (IDD), the SRA requires that solicitors undertake continuing competence requirements, and we apply this requirement to the entire Legal Assistance Helpline Team.

Practical law is an outline legal know-how service. It provides rigorous peer reviewed resources, such as practice notes, current awareness, and standard documents to help you work smarter and advise with confidence.

In addition to compliance and legal training, the Legal Advisors receive ad-hoc training as required by the business, e.g., in February 2023 all Legal Advisors were provided with Vulnerable Customer training.



Customer Service Questionnaire

Customers are invited by SMS message to participate in our CSQ (which is administered on our behalf by Survey Monkey), after they have used the Legal Assistance Helpline service (unless they have informed the Legal Adviser that they do not wish to be included).

2022 results

- 860 helpline customers responded to our customer satisfaction survey throughout the year
- 94% of those who responded said they found the advice and assistance helpful
- 94% of those who responded said they found the advice and assistance easy to understand
- 89% of those who responded said they were either satisfied or very satisfied with the service
- 85% of those who responded said they would be likely to recommend the service to a friend

“Brilliantly patient person who I would highly recommend”.

“Polite. Professional. Personal. Perfect”.

“The lady on the insurance and gentleman for legal were both very and understanding with my tricky situation, they advised clearly for me to understand my rights”.

“Very friendly and professional. Excellent service. Thanks guys”.

“Perfect, fast, friendly and very professional”.



Online Documents

Accessible via [Policyholder information - Arc Legal Group](#)

- Debt recovery guide and template letters
- Employment guide and template letters

To be used alongside the helpline advice for additional assistance.



Debt Recovery Guide and
letters



Employment Guide letters and
templates

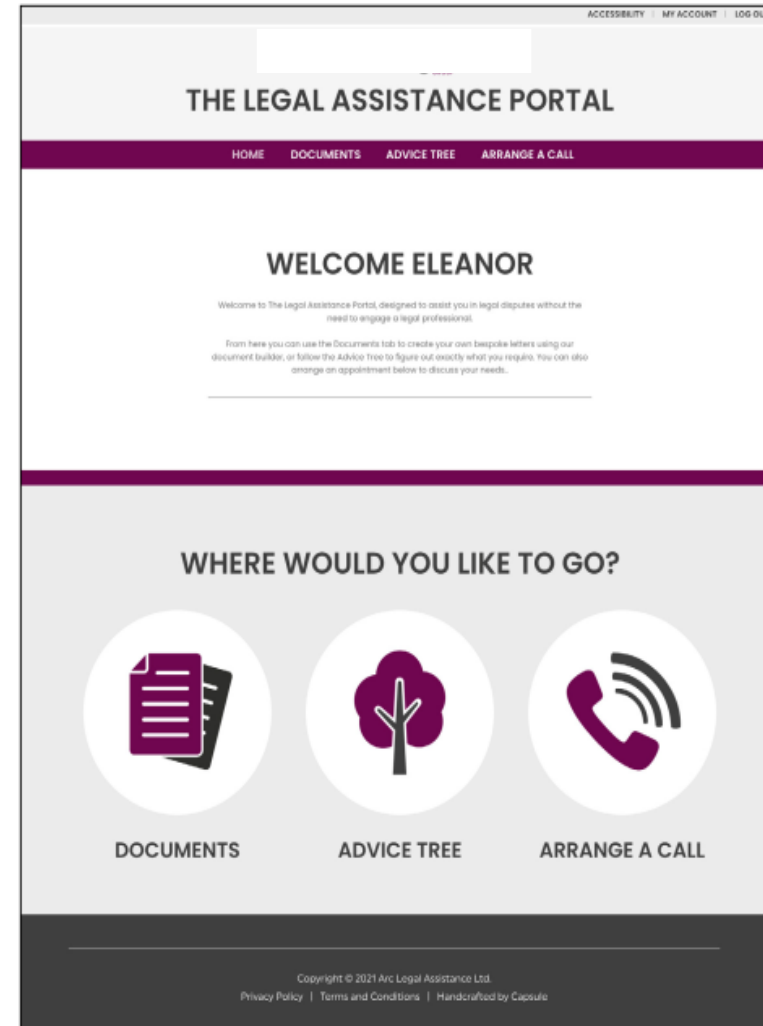
Legal Portal

Product accessed by customers via the telephone Legal Helpline or within policy wording

The Legal Assistance Portal (LAP) provides customers with the ability to obtain advice, and start their claims journey via a digital interface and complements telephone advice.

The LAP includes:

- Access to online intuitive legal documents that the customer can draft to resolve their problem without formal representation
- Advice pages on the areas of law that customers frequently contact the legal helpline about
- The ability for the customer to arrange a call back from a legal adviser at a time to suit them



Legal Portal

The screenshot displays the 'THE LEGAL ASSISTANCE PORTAL' website. The main navigation bar includes 'HOME', 'DOCUMENTS', 'ADVICE TREE', and 'APPOINTMENTS'. The page title is 'DOCUMENT BUILDER'. Below this, there is a section for 'DOCUMENT TEMPLATE' titled 'COMPLAINT TO HOLIDAY PROVIDER ABOUT DELAYS'. A progress bar shows four steps, with the first step completed. The form fields include: 'Enter your full name (Optional)', 'Enter your Postcode (Optional)', 'Your My Address' (Address Line 1, Address Line 2, Address Line 3), 'Town/City', 'Postcode', and 'Enter your Telephone Number (Optional)'. The form also contains a 'NEXT SECTION' button and a 'GENERATE DOCUMENT TEMPLATE' button.

Customers can access a suite of template letters and documents that they can use to try to resolve their issue without having to appoint a solicitor

The 'document builder' system asks the customer a set of questions and uses their answers to build the document for them

The question set is intuitive, therefore each question is relevant based on the customers previous answer

Over 50 template documents covering subjects customers most frequently call the legal help line about are available, including:

- Request for a refund – faulty goods
- Employment grievance letter
- Complaint to Council about noise nuisance

<https://legalassistportal.arclegal.co.uk/>



Q&A Session

