

# Case Study - The Law Society of NSW Membership Survey

## Company Environment

As the professional association responsible for the registration of legal practitioners in NSW, The Law Society provides a range of services to ensure its member's offer quality services to their client's and sustain the integrity of the profession. At the time of the project, The Law Society of NSW had recently undergone a change in the way they operated, moving from a forced membership to a voluntary membership base. As a result, it was critical that member satisfaction levels were surveyed and recorded to ensure The Law Society was able to continually improve their service and membership continued to grow.

## Business Challenge

Due to the change in membership requirements, it was evident The Law Society would need to ensure they were responsive to the needs of their members to maintain their existing member base as well as attract new members. To help The Law Society connect with their members, Future Platform developed and distributed a member satisfaction survey which investigated member perceptions of the services provided by six of the internal business units.

## Evolution in Partnership with Future Platform

1. The initial stages involved designing and developing the survey. Through discussions with key stakeholders, an understanding of the prevalent issues and the development of measurable performance areas for each unit was achieved.
2. Once the survey format and questions were finalised, the online survey was distributed to The Law Society's 18,000 members. Throughout the distribution phase, Future Platform was able to provide The Law Society with completion rate updates and periodically send out reminders to encourage participation.
3. After the survey was closed off, reports were generated and presented to The Law Society, including an outline of key issues identified. As the survey format involved both multiple choice and open answer options, the data represented both ratings of service as well as qualitative information such as suggestions for improvement.

## Business Benefits

The key purpose of the membership survey was to provide The Law Society with a greater understanding of their member's satisfaction with their services. The comprehensive report provided by Future Platform analysed the trends and qualitative responses provided by the participants and allowed The Law Society management team to make informed decisions concerning service development and cost allocation.

By going through this process, The Law Society has an established platform to make contact with their members again in the future where they will be able to assess how perceptions have changed as well as measure the effectiveness of service development initiatives.