

Personal Injury Call Handling Survey Report / Feedback

Report based on:

150 mystery calls to firms about a possible 'good' personal injury claim. Contains feedback from over 450 people including call handlers and senior management in personal injury departments.

Details & Statistics:

- **42%** of call handlers did not introduce themselves by name at the beginning of the call.
- **12%** of calls there was nobody to speak to immediately
- **Only 3%** of call handlers asked how I was!
- **84%** sounded purely like an administrative process, with the caller basically being led through a pre-written template questionnaire –
 - *when this was queried was given responses like, "can't go on till filled in the answers on the system", "computer won't let me".*
- **91%** of call handlers make no attempt to build any personal rapport with a caller, by asking about their personal circumstances.
- **97%** failed to offer any positives / benefits about the firm in order to differentiate themselves. Everything administrative?
 - Ask yourself why should we choose you? How does caller know what the benefits are unless you communicate them?
- **Only 9%** expressed any comments of empathy about what had happened.
 - *Consider how do people feel when they call? What is their emotional state?*
- **85%** of firms admit that they have not been given any proper techniques training to their fee earning call handlers.
- **64%** have their personal injury calls handled, initially by a 'first response' person, to screen the calls.
- **42%** of the calls handled by a 'first response' person, are actually passed to a personal injury fee earner to consider. Then they get back to the caller.
- How long does it take for a call back from either the 'first response' call handler, or a fee earner?
 - **7%** within the hour
 - **11%** same day
 - **37%** following day
 - **23%** 2 days after call
 - **14%** 3 – 5 days
 - **8%** no contact at all

- **57%** of the call backs are from the 'first response' person to say whether the firm is interested in the case or not. Thus in **43%** of calls the caller who has rung a firm of solicitors, has never spoken to a solicitor / fee earner at all!
- **55%** of the 'first response' call handlers did not explain to the caller at the outset of the call, that all they would do, would be to get details to pass onto someone else.
- **64%** of call handlers go into 'lecture mode' lasting over 5 minutes to explain funding / costs issues, without pause. The longest encountered was just over 12 minutes!
- **94%** of the 'first response' call handling people have had training, BUT this is almost always built around taking the callers through what is effectively an administrative questionnaire.
- **11%** of the 'first response' call handlers, were taking down the facts immediately onto a screen, causing serious conversational delays.
- **97%** of firms did not ask for the business, even when the caller was keen and there was a clear and obviously 'good' potential claim.
- **90%** of call handlers recognise that callers will feel 'anxious', 'apprehensive', 'daunted' by the possibility of making a claim, yet **less than 10%** handle the call in a way that will make the caller feel more reassured and more comfortable.
- **92%** of fee earning call handlers admit that they either don't actively like handling the enquiries or are not very good at it.
- **87%** tell us that a major problem is getting paperwork back
- When asked about the firm by the caller, here is a sample of typical responses to this opportunity to differentiate:
 - "We are a big firm".
 - "we are perfectly capable".
 - "We are familiar with personal injury".
 - 4 told me "it wouldn't make any difference who I used".
 - 1 call handler told me in respect of my broken ankle, that this was a "very good injury and if you are lucky it will develop complications, so that you can claim more!"