

## Quality indicators invitation

# Improving comparison information for consumers - take part in our pilot

21 January 2021

We have launched a pilot scheme which aims to further improve the information available to the public when choosing a legal services provider.

Working alongside the Council for Licensed Conveyancers and CILEx Regulation, we want to encourage greater use of online information within the legal sector, including through comparison websites and online review platforms.

Find out more on [our customer review page](https://www.sra.org.uk/solicitors/resources-archived/transparency/customer-reviews/) [<https://www.sra.org.uk/solicitors/resources-archived/transparency/customer-reviews/>].

The aim of this work is to:

- Increase the amount of comparable information available to consumers to help them when they are choosing a legal services provider
- increase the number of legal services firms that engage with comparison websites
- Increase the number of consumers using online information to shop around when purchasing legal services
- Increase the number of consumers using and leaving online reviews about legal services providers

Our pilots will focus initially on conveyancing and employment law services.

### Get involved - comparison website providers

To get involved, your DCT should publish (or be prepared to begin publishing) customer reviews about firms providing legal services. Ideally, you would be able to use our standard customer review tool alongside any customer review tool you currently use, though use of our tool is not a pre-requisite for joining.

We would also like you to collect data on customer usage during the pilot and share this with us. We will be asking you to sign up to a voluntary code of conduct, although again, this is not a pre-requisite for involvement.

Again, you can find out more - including on the voluntary code - on [our customer review page](https://www.sra.org.uk/solicitors/resources-archived/transparency/customer-reviews/) [https://www.sra.org.uk/solicitors/resources-archived/transparency/customer-reviews/].

## **Get involved - law firms**

We are also looking for law firms to take part in the pilot. Read more about opportunities [for law firms to get involved with the pilot](https://www.sra.org.uk/~link/26d9e7fcadd14f4a8a78862a43e41093.aspx) [~/link/26d9e7fcadd14f4a8a78862a43e41093.aspx].

Anyone else who is interested in getting involved can email our [Policy team](https://www.sra.org.uk/contactus/) [https://www.sra.org.uk/contactus/].