THE BRITISH WILLS & PROBATE AWARDS 2022

Customer Service Champion

We are all committed to doing the best for our clients and acting in their best interests. But which firm goes above and beyond? Who can demonstrate customer service excellence? Who has embedded a culture of “delighting” their customers? And who can provide an evidence-based assessment of what it means to their clients to go the extra mile?

Criteria

The winner of this award must be able to demonstrate over the last 12 months:

- How they have operated in the best interests of the client and the profession whilst managing expectations.
- How they have embedded a culture of customer service excellence.
- How they excel at dealing with service issues or complaints which may arise.
- Examples or case studies of real-life situations where they have overcome obstacles to delight their clients.

Entries for this award are for practitioners only. Suppliers to the legal sector cannot apply.