

Are people getting the legal services they want and need?

Consumer segmentation research

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Consumer segmentation research

- Communication is key
- Segmenting consumers by their attitudes gives better insight than segmenting by demographics
- There are actions we can take to empower consumers and increase their likelihood of using legal services

What consumers want

- When choosing a provider
 - Approachability
 - Transparent information
 - Relevant specialisation
 - Positive performance indicators
- When using a provider
 - Good communication
 - Approachability
 - Consistent responsiveness
 - Transparent timeline
 - Emotional support



Consumer preferences

- No one-size fits all approach. Distinctive segments with different preferences for:
 - Online and face-to-face
 - Fixed price or estimate for tailored services
- But area of law and demographics didn't have much impact on preferences
- Key messages:
 - Approachability
 - Effective communication
 - Specialism



What action is needed?

Ways to remove barriers

- Actions
 - To help recognise what is a legal service (legal education)
 - To help consumers find information and get help (empowerment)
- Impact
 - Consumers more likely to recognise a legal matter
 - More confident in their ability to resolve legal matters
 - Significantly more likely to seek legal help from a provider

