

Building & retaining business relationships with QuestionPro CX



Contact

Matthew Layton
Vice President, LegalShield



Solution

QuestionPro CX |
Consulting

The challenge

Conduct and manage member surveys effectively.

Gather customer feedback across various defined touchpoints.

About LegalShield

Founded: 1972

Headquarters: Oklahoma, USA

- Leading provider of legal and identity theft subscription services, with 1.8 million members across the United States and Canada
- Legal services are provided by a robust network of 900+ independent service provider attorneys averaging ~20 years of tenure with the company
- Serve a wide range of customer needs including families, small businesses and enterprises.

<https://www.legalshield.com/>

Overview

LegalShield strives to build a better world for every human where access to justice, legal services and protection, and security is equal, accessible, and affordable. Through technology and innovation, LegalShield is disrupting the traditional legal system and transforming how and where people receive legal guidance and services, with access to qualified, trusted attorneys and law firms.

Goal

- Easy integration and flow of data using the FTP scheduler
- Ability to support requirements for net promoter and future ad-hoc surveys
- 24/7 account management and support
- Versatile product enhancements with quick turnarounds

Challenge

To gather member satisfaction and feedback after they interact with the brand, or one of the brand providers, in an accurate and objective manner.

Outcomes

- Smooth implementation
- Feedback system
- Manager dashboards
- Data transfer using FTP and API
- Panel management system
- Promoter amplification for organic marketing

Solution

QuestionPro helped LegalShield set up a system to collect feedback from members and gain valuable insights about their experience with the brand, attorneys and law firms.

Technical implementation and ensuring user experience excellence was important to LegalShield so it was crucial that the system was built to and available around the clock. Any delay or system break down meant loss of valuable feedback and damage to LegalShield's tech-reputation.

QuestionPro supported this business requirement by providing 24/7 account management and enterprise-level support to address any concerns. Our account management model ensured that a team member is available on chat, email and phone to help the customers with their queries.

This solution helped the LegalShield business automate the workflows and gather data in a digestible way, while making the process smooth and error-free for the end user.

Project Outline

- Briefing from LegalShield
- Survey design and creation
- Survey translation for multilingual audience
- Survey distribution among worldwide panel
- Permanent control of fieldwork
- Data cleansing
- Data reporting and analytics

Overview of QuestionPro CX:

- Customer Experience Management
- Global Panel (22 Million+)
- Consulting
- Sentiment analysis
- Promoter amplification
- Detractor recovery
- API Integration
- Closed-loop feedback
- Contactless surveys
- Advanced data analysis
- Shareable reports

Learn more

<https://www.questionpro.com/cx/>



QuestionPro solves the challenges of agile market research

QuestionPro's market research platform with its easy-to-learn, high-performance, powerful and advanced tools enables organizations to conduct agile market research themselves. With QuestionPro, you can set up research projects quickly and automate processes to collect feedback and experience data. Our advanced analytics tools help you crunch both quantitative and qualitative data to gain valuable insights for your business.

About QuestionPro

QuestionPro is an Enterprise Feedback Management platform that has been developed continuously and closely in line with the requirements of our customers in the areas of experience management and market research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide.

