



Client Satisfaction & Quality Policy

Version 1.0

Version	Author/Reviewer	Date of Review	Comments
1.0	Balkar Bains	02.02.2026	New Policy replacing Client Satisfaction Monitoring Policy v2.0 and Quality Policy v1.6

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Created by: Balkar Bains
Approved by: Management Team
Owner: Balkar Bains

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1. Purpose and Scope

1.1 Ashtons Legal LLP (the Firm) is committed to *putting our clients at the centre* (Ashtons 2030 Strategic Plan).

2. Key Objectives

2.1 This Policy sets out how the Firm seeks to obtain feedback to allow it to measure client experience and whether it is meeting its strategic objective of delivering *an exceptional client experience in every interaction with our clients* (Ashtons 2030 Strategic Plan).

2.2 To use the feedback to make continuous improvement to service delivery and respond to changing client needs and expectations.

2.3 To take early action in mitigating the risk of complaint and claims from expressions of dissatisfaction.

3. Regulatory and Other Obligations

3.1 The Firm is regulated by the SRA and subject to the SRA Principles, the SRA Code of Conduct for Solicitors, RELs and RFLs (COCS) and the SRA Code of Conduct for Firms (COCF).

3.2 Particular note should be taken of the following regulatory requirements:

- Paragraphs 3.2 of the COCS and 4.2 of the COCF require that we ensure that the service we provide to clients is competent and delivered in a timely manner

3.3 Quality of service is an implicit requirement of the Firm's Lexcel accreditation, LawNet Quality Standard and ISO 9001 accreditation.

3.4 Client Satisfaction monitoring is a requirement of the Firm's Lexcel accreditation.

4. Quality

4.1 Everyone at the Firm is responsible for ensuring that clients are provided with an exceptional standard of client care and legal services using appropriate care, skill and diligence.

4.2 The Firm monitors the quality of service delivered through a variety of means including file reviews and complaints and claims management.

5. Client Satisfaction

5.1 Everyone at the Firm is responsible for ensuring that that clients are provided with an exceptional service.

- 5.2 The three main sources of client feedback are the online review platforms – ReviewSolicitors, Google and Trustpilot.
- 5.3 Active feedback is sought through ReviewSolicitors. At the conclusion of a matter, clients are invited to complete either an online review (majority of clients) or a paper-based review (some Lifetime Planning clients).
- 5.4 The exceptions to use of ReviewSolicitors for actively seeking feedback are Business Client Group (BCG) clients whose satisfaction is monitored through personal contact relationships.
- 5.5 Feedback is also not actively sought from Court of Protection clients.
- 5.6 Reviews provided on Google and Trustpilot are initiated by clients themselves.
- 5.7 On occasion, clients may leave reviews on other platforms eg Yell.com or Solicitors.com but due to the very low volume, these reviews are generally not monitored.
- 5.8 Complaints and claims are also relied upon as client feedback.

6. Monitoring

- 6.1 Online feedback is monitored by the Digital Marketing team.
- 6.2 Negative feedback ie that which involves reviews of 3 stars or less or includes negative narratives is referred to the Firm’s Client Care Partner for further direction/guidance on management of individual reviews.
- 6.3 Positive Google reviews are posted as Shout-Outs on Jostle.
- 6.4 A quarterly report of online reviews data is provided to the Firm’s General Counsel who reviews and summarises the detail into the COLP’s annual report on risk to the Management Board.
- 6.5 Complaints and claims data is also incorporated by General Counsel into the COLP’s annual report on risk to the Management Board.
- 6.6 The Firm also monitors client satisfaction through annual mystery shopping undertaken by insight6 with targeted focus which varies each year.

7. Review

This policy will be reviewed and/or updated at least annually and also as and when changes in business operations or practice, relevant legislation or regulation, and contractual obligations necessitate an earlier amendment.

8. Policy Owner

This Policy is owned by the General Counsel who is responsible for its implementation, maintenance and review.

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