

Service

Streamlined and responsive



LAWPRO's Customer Service and Underwriting department makes or receives over 40,000 customer phone calls each year.

The subject matter of these calls is varied and challenging. Professional indemnity insurance is a complex product, and we offer a wide range of coverage options from which lawyers can choose. To improve our capacity for supporting lawyers in making the arrangements that suit them best, we added three new Program Coordinators in 2015, bringing the total to 17.

Of these new staff, two are bilingual – a choice designed to support us in providing bilingual service consistent with the Law Society of Upper Canada's By-Law 2. We also increased our capacity for delivering French telephone services by providing French immersion training for two other employees. With respect to written service, we added translations of our overdue premium and reminder notices to the list of forms we offer in French.

When not on the phone, our Program Coordinators handle your written inquiries. In 2015, that meant reviewing 22,995 pieces of mail – a 5 per cent increase over the previous year.

Service improvement initiatives in 2015

Customer needs, technological developments, and regulatory changes are some of the drivers behind innovation in our Customer Service and Underwriting department. Service initiatives in 2015 included:

- introducing functionality on the “My LAWPRO” account management webpage, that permits users to request and receive a certificate of insurance (proof of coverage) within minutes;
- identifying and implementing changes under the Law Society program to better accommodate *pro bono* law initiatives; and
- implementing a process to better ensure early and consistent identification, reporting, and handling of complaints involving the Customer Service and Underwriting department. ■