

Service

Two-way communication for better customer service

In 2014, LAWPRO provided E&O coverage to Ontario's nearly 25,000 lawyers in private practice, and to those paralegals who chose to practise in partnership with them.

Lawyers' professional indemnity insurance is complex and sophisticated coverage. To ensure that lawyers have the coverage they need and that is right for them, LAWPRO's Underwriting and Customer Service (UCS) Department handles a high volume of phone and mail communications. Inbound call volume in 2014 increased by 4.5 per cent over the previous year (32,947 inbound calls), and outbound calls also increased. Written correspondence (both paper and email) decreased slightly, to 21,907 items down from 22,969 in 2013; but this decrease does not take into account renewal correspondence received in late 2014 but posted for handling in 2015.

Service improvement initiatives in 2014

Each year, we identify ways to improve the customer experience for LAWPRO insureds. In 2014, service initiatives included:

- Providing French-language invoice and declaration pages to support policy renewal for applicants who have requested French communications; and obtaining additional French language training for customer service personnel



- Promoting lawyer access, on My LAWPRO, to certificates of insurance. These can now be applied for online and received within minutes
- Communicating with firm administrators via regular mail to let them know which steps to take when lawyers leave or join the firm mid-year ■



Risk Management Credit now available for completion of courses offered by Member Assistance Program

In recognition of the role lifestyle pressures may play in making lawyers more vulnerable to claims, LAWPRO encourages lawyers to make use of the free resources offered to lawyers, law students and licensed paralegals via the Member Assistance Program (MAP) offered by Homewood Human Solutions (myassistplan.com). As of September 16, 2014, for each MAP course completed, our insureds are eligible for a \$50 discount (to a total of \$100) off the following year's premium. For details of the Risk Management Credit program, please visit lawpro.ca/RMcredit

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