



INSTITUTE OF
PARALEGALS

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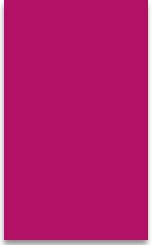
How to deal with complaints

CLIENT CARE LETTER GUIDANCE

**Credits: The Research into Client Care Letters- Qualitative Research
Report
[Optimisaresearch.com](https://www.optimisaresearch.com)**

What is the purpose of a client care letter?

- CCL's are often used to fulfil regulatory obligations to provide written information about the complaints process.
- The purpose from a practitioner's point of view may be very different from the perceived purpose by the client



A CCL is often the first communication your client receives.

When did you last review your CCL from the Client's perspective? Did you consider vulnerable clients?

The Report found that:

- ▶ CCL's are often perceived as difficult to read and understand, especially by vulnerable consumers
- ▶ Consumers are looking for information that is personalised to their specific case, such as
 - Confirmation of named contact
 - Scope of work agreed
 - Likely timescales
 - Costs
 - Next steps/actions required

Personalised information is often lost in the generic information such as

- Terms of Business
- Regulatory Information
- Cancellation Rights
- Complaints Procedures

How can practitioners address this?

- ▶ Consider using an alternative means of conveying the more generic information in a leaflet that is signposted in the CCL
- ▶ It is important to try and engage the consumer in the process so that they are aware every step of the way how their matter is being progressed





Make it
Easy

- Show a clear Purpose
- Keep it Concise in Plain English
- Prioritise Information

Make it
Attractive

- Personalise Information
- Highlight Key Information
- Make it EASY to Read

Make it
Timely

- Consider additional timelines

For Example:

- ▶ Clear Purpose- what is the role of the CCL?
- ▶ Concise- 1-2 pages maximum
- ▶ Plain English- 'Costs' rather than 'Disbursements', 'Try' rather than 'Endeavour'
- ▶ Prioritise Information- focus on the information most relevant to the consumer
- ▶ Personalise information- phrasing such as 'their estimated costs'
- ▶ Easy to Read- use line spacing and headings
- ▶ Highlight key information- use visuals such as tables or summary boxes
- ▶ Consider additional opportunities to engage with consumers

Suggested Flow: Consumers' Key Information Needs

1. Introduce the purpose of the letter



2. Provide a named contact



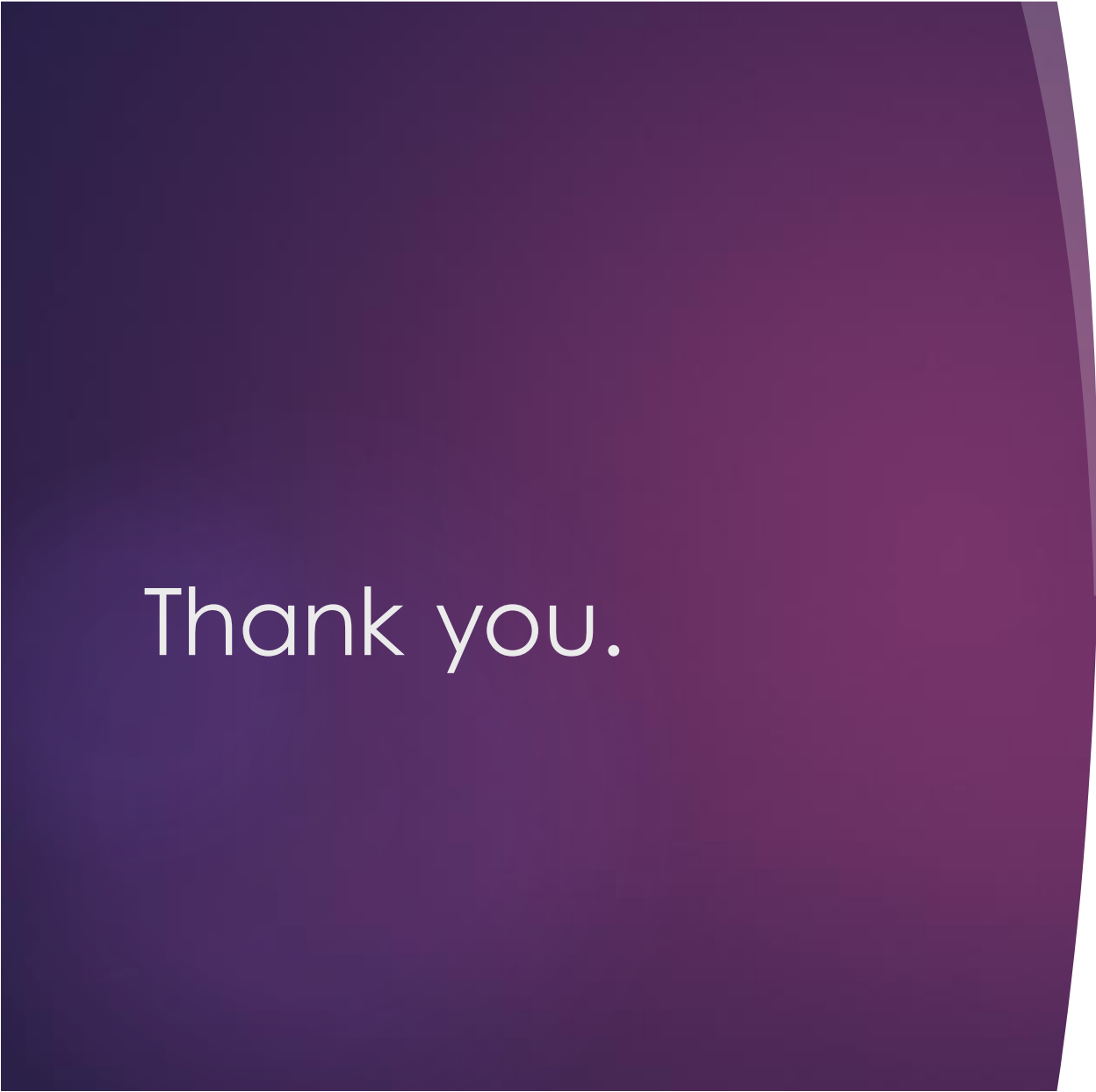
3. Outline the scope of work to be done



4. Provide a breakdown of estimated costs



5. Provide estimated timescales and next steps



Thank you.



THE IOP DOES NOT
PRESCRIBE A TEMPLATE AS
EVERY CONSUMER REQUIRES
DIFFERENT INFORMATION-
GUIDANCE WILL BE
AVAILABLE ON THE WEBSITE.