

Who to Survey

Surveying your clientele with ClearlyRated grants your firm eligibility to win the annual Best of Legal™ award for service excellence. Each participating law firm must pass the eligibility standards before they can move forward to earn the award.

Preparing Your Contact List

To be eligible for the Best of Legal award for client service excellence, **choose at least 3 consecutive months over the last 12 months**, and provide ClearlyRated with a list of **fifty percent (50%) or a minimum of 500** individual client contacts who were billed for services during that time frame.

EXAMPLE 1: You request a list from your accounts receivable department of clients who were billed in May, June, and July. These are three consecutive months, so your list meets the requirement.

EXAMPLE 2: You compile a list of clients who were billed in February, March and April. These are three consecutive months, but they provided contact information for less than 50% of clients that were billed during this time. However, the contact list that was provided included a total of 550 individual client contacts. This requirement has still been met.



You must choose billed clients from 3 consecutive months.

Response Rate Requirements

Participating law firms must receive at least a 20% response rate AND at least 15 responses, or a minimum of 250 responses.

EXAMPLE 1: You provide a list of 35 clients. 17 of those clients complete the survey, that's a 49% response rate. You meet the award eligibility requirement of at least a 20% response rate and at least 15 total responses.

EXAMPLE 2: You provide a list of 172 clients. 31 of those clients complete the survey, that's an 18% response rate. This firm does NOT meet the response rate requirements of at least a 20% response rate, despite having received 15+ responses.

EXAMPLE 3: You provide a list of 1500 clients. 280 clients complete the survey, that's a 19% response rate. This firm meets the award eligibility requirements because they have at least 250 responses despite not having a 20% response rate.



You must have at least 15 responses and a 20% response rate.