

AN ALERT COMMUNICATIONS CASE STUDY: WE TAKE THE CALLS SO FIRMS CAN TAKE THE CASES



SUCCESS SUMMARY:

While growth is the ultimate goal for most businesses, they don't always have the strategies and resources in place to properly manage continuous growth. In this case, a partnership of three law firms needed support handling their growing number of incoming leads with the same level of high-quality service they provide during the legal process. They partnered up with Alert Communications

- who provided call, intake, and retainer services - to help them:

- Intake 1,000 leads per day
- Sign 200-300 cases per day
- Accommodate varying lead flow, with a net increase in the number of daily leads
- Convert >70% of qualified leads

THE BUSINESS NEED:

With mass tort litigation, many law firms experience a large volume of incoming leads and inquiries. Together, as a result of a successful marketing campaign, the three firms were receiving 1,000 to 2,000 high-quality leads per day. This led to a few different challenges.

It became difficult to handle outbound calling for all 1,000 leads in a single day with only eight people within the law firm. For additional support, they had to find someone quickly who had the ability and staff to support this large volume of leads. The leads kept coming in, so they also needed a fast start-up with their chosen partner.

Once set up with Alert, the law firm was challenged with managing signed retainers and communication flow from Alert back

to the firm. They needed a way to structure outbound responses to web leads in a way that kept prospects happy and the ROI high. Last but not least, they were focused on staying on budget and maintaining a high client conversion rate.

"Having Alert step in to handle the volume we are not and to text out our retainers to get them e-signed without breaking contact is awesome for conversions!"



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When the law firms approached Alert, they had outlined a few specific goals and objectives:

- Close 70% of qualified leads
- Complete immediate calls, texts and emails
- Handle 1000 leads per day
- E-sign contracts and retainers by text or email
- Follow up 7x on sent but not signed retainers with calls, texts and emails to optimize conversions
- Stay ahead and be proactive about capturing and converting leads
- With this information in hand, Alert was ready and equipped to begin delivering results for the law firms.

THE SOLUTION:

Alert Communications provided 24/7 intake and retainer services with Smart Lead Tracking, which helped maintain ongoing, data-driven touch points with prospects. This also included multiple attempt follow-ups by call, text or email during the best times to convert.

To achieve a quick start-up, Alert immediately responded to all of the firm's requests and designed a system that met their technical objectives and criteria. In fact, the team worked around the clock to complete the technical integration and collaboration in only three days, speaking to their expertise and dedication to clients.

In addition, Alert worked with the law firm to create an efficient intake that was short and to the point, but could accurately qualify incoming leads. They also worked to customize integration to the firm's CRM to easily import intake data into their system.

"The technical team is both easy and excellent to work with, and shows experienced programming ability to integrate with all of our web form APIs as well as our CRM."

THE RESULTS:

After only two weeks with Alert, the law firm began to maximize its marketing efforts and achieve improved results. The Alert team attempted multiple live calls, texts and emails to capture new leads and to follow up to retrieve sent but not signed retainers. These efforts helped the law firms achieve a high client conversion rate. With varying lead

flow, 200 to 300 cases on average were being signed per day. They also saw 76% conversion of qualified leads, a figure that continues to climb daily as more email and text e-signs come in. To show success, Alert provided mass

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tort campaign reports with clear insights on each lead as well as the effectiveness of the marketing company running their campaign.

“Alert really helped cover everything we couldn’t handle to make sure every lead got a timely response and a qualified intake.”

By partnering with Alert, the three law firms were able to surpass their initial goals and gain top-notch support for their growing business needs. If you’re looking to maximize intake and optimize your client conversions, contact Alert Communications and they will take care of intake so you can continue to focus on doing what you do best: providing the best possible legal outcomes and support for your clients.