

Case Study: HKM Employment Attorneys LLP

# How HKM Scaled Legal Intake and Cut Costs by 59.5%

Turning legal inquiries into qualified cases—at scale, with structure, and without breaking the bank.

## About the Client

HKM Employment Attorneys LLP is a national law firm representing employees in workplace discrimination, harassment, and wrongful termination cases.

With rapid expansion across the U.S., HKM faced rising intake volumes—and growing operational pressure.

## The Challenge

HKM’s internal intake team couldn’t keep up. Scaling in-house came with serious challenges:

- **High costs:** Hiring full-time intake staff in cities like Seattle was expensive.
- **Operational drag:** Recruiting, onboarding, and training drained resources.
- **Inconsistency:** Different offices meant varied intake quality and client experience.
- **Data blind spots:** Clean, structured data was needed to support CRM performance and reporting.

HKM needed scalable, consistent, insight-ready intake capacity.

## The Solution

HKM partnered with **Uassist.ME** to embed a dedicated, remote intake team trained in legal protocols and client interaction standards.

Started with 6 bilingual receptionists  
Scaled to 24 fully operational Intake Specialists

- ✓ Qualified every inquiry before passing it to attorneys
- ✓ Used CRM-integrated templates to capture clean, structured data
- ✓ Flexed with demand—no drop in service during peak periods
- ✓ Delivered a consistent, branded experience firmwide

From intake bottleneck to strategic advantage.

## Cost Impact

Metric	In-House (Seattle, WA)	With Uassist.ME (\$12.75/hr)
Cost per Intake Specialist (yr)	\$65,436	\$26,520
Total Annual Cost (24 FTEs)	\$1,570,464	\$636,480
Total Cost Savings	-	59.50%

Same Quality. Lower Cost. Better Outcomes.

## Business Outcomes

- 6,600+ intakes/month
- CRM-aligned data for reporting and lead attribution
- Attorney time protected—no more screening
- Expansion-ready intake across new markets instantly



## Why It Matters

In legal services, intake isn't admin—it's opportunity.

Mishandling it means missed business.  
Overbuilding it means wasted budget.  
Doing it right means **clean data, happy clients, and faster growth.**

## What We Were Solving For

This wasn't about answering phones.  
It was about **Qualified Case Conversion.**

- ✓ Every inquiry evaluated
- ✓ Every case properly filtered
- ✓ Every handoff ready for legal action



## The Results

- High empathy
- Low overhead
- Clean data
- Consistent outcomes

That's not outsourcing.  
That's **Support. Simplified.**