

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.**