

INFORM® Branded Calling Digital Lawyer Case Study



Background

Law firms miss valuable client opportunities every day simply because their phones go unanswered. Attorneys and staff routinely screen unknown numbers, letting calls from legal referrals and matching services go straight to voicemail. Potential clients are ready to connect, but the calls meant to bridge that gap never get picked up.

Overview

A digital lawyer matching service was calling law firms to connect potential clients, but the firms weren't answering their calls. Unfamiliar numbers went to voicemail as attorneys and staff screened out calls they assumed were spam. Each missed call meant a delayed connection or lost lead, forcing the service to place repeat calls.

Solution

Using [INFORM® Branded Calling](#), more lawyers were answering the phones to discuss the potential clients, resulting in more clients connected with lawyers. With more calls answered, better talk times, and less calls per lawyer, both positive outcomes and operational efficiencies went up dramatically.

40%
INCREASE
in Answer Rate

87%
INCREASE
in Engagement
Rate

38%
INCREASE
in Conversion
Rate

27%
DECREASE
in Decline Rate

