

The Problem: Missed Callbacks in High-Stakes Legal Moments

[Attorney Shield™](#), a legal tech company, was facing a critical problem: members weren't reliably getting calls from attorneys in the moments they needed help the most. Through the Attorney Shield mobile app, members tap once to connect with licensed attorneys, known internally as Legal First Responders (LFRs), over recorded video.

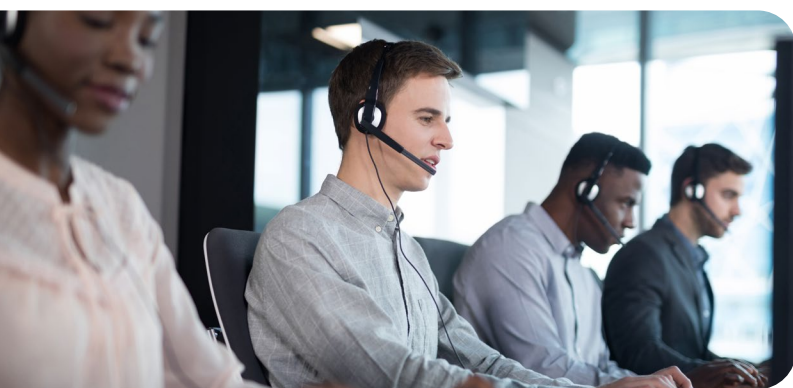
When a member's cell service is weak or a video session drops, the LFR places a callback through the app's browser-based VoIP system to keep the conversation going. Shortly after launch, Attorney Shield discovered that many of these callbacks were failing because carriers did not recognize its business numbers.

"The pain point became clear when an attorney needed to call a member back after a failed or dropped connection, and the call could not be completed," said Pennie Merie, COO at Attorney Shield. "That experience showed us that call completion, business identity, and member trust were not secondary considerations. They were essential to our ability to provide reliable service."



Finding a Partner That Could Restore Call Trust

Attorney Shield evaluated other providers to fix their outbound call issues, but First Orion stood apart with a broader, more strategic set of solutions, and its branded calling capability was the deciding factor.



"For Attorney Shield, it was not enough for our calls to simply go through," said Merie. "We needed our members to recognize and trust that the call was coming from us, especially because our service often supports urgent legal situations."

First Orion's branded calling solution matched that need directly, pairing call completion support with a member experience where calls appear legitimate, recognizable, and trustworthy.

INFORM® Branded Calling Attorney Shield Case Study



INFORM Branded Calling Keeps Legal Support Connected

Attorney Shield now runs [INFORM® Branded Calling](#) as its primary solution for outbound callbacks. These calls are not marketing or promotional. They are urgent, service-continuity calls that make sure a member can still reach an LFR after a dropped or degraded video session.

Branded Calling gives those callbacks a clear, recognizable identity tied to the Attorney Shield brand, reducing the risk that a call gets blocked, mislabeled, or ignored simply because the member does not recognize the number.

Members Now Recognize Attorney Shield Immediately

When a video connection drops, an LFR can place a callback, and the member is far more likely to recognize it as coming from Attorney Shield and the legal support they requested.

“The practical value has been clear,” said Merie. “Branded Calling gives us greater confidence that when our attorneys need to call a member back, the call has a better chance of being recognized as legitimate.”



INFORM® Branded Calling Attorney Shield Case Study



INFORM Statistics

49.4%
INCREASE
Answer Rate

42.1%
INCREASE
Talk Rate

11.5%
INCREASE
Engagement Rate



Delivering Call Trust, Usability, and Insight in One Platform

After success with INFORM, Attorney Shield recommends First Orion for three key features:



Platform that is clean
and easy to use.



Reporting that is flexible
and gives clear visibility
into call activity.



Support that is
consistently responsive
and knowledgeable.

“The technology is valuable, but the people behind it are what make the experience exceptional,” said Merie. “I would confidently recommend First Orion to any business that needs to strengthen call trust, improve brand recognition, and create a better communication experience for its customers or members.”