Neota Logic

CASE STUDY · IMMIGRATION LAW

# How a leading immigration law firm turned non-billable advice into a scalable client service

PRACTICE AREA
US immigration and nationality law

USE CASE
Client self-service legal analysis, document generation, internal operations

RECOGNITION
National legal innovation award for its suite of client and internal applications

**12**
applications delivered in two years

**50**
state-specific advisors in one physician recruitment tool

**15–20**
minutes from first question to a full legal analysis

**1 day**
to launch a bilingual app for DACA recipients

THE FIRM

## A two-decade practice that leads with technology

A leading North American immigration law firm, with more than two decades in practice, counts among the best-known immigration firms on the continent. Its attorneys handle all aspects of American immigration and nationality law. The firm closely tracks developments in the law and uses technology across research, client communications, and case management. Its founding partner discovered Neota Logic through the legal tech press and saw several areas where it could better serve clients and staff.

THE CHALLENGE

## Valuable advice, delivered at a cost

Much of the firm's advice was being given as business development rather than billable work. That made it costly to deliver, and clients still had to wait for a lawyer to become available. The firm wanted clients to receive legal advice in minutes, at any hour, and wanted to give its lawyers that time back.

THE SOLUTION

# A dozen applications, one platform

Neota Logic is a no-code AI automation platform, providing professionals with a wide range of easy-to-use tools to rapidly build applications that automate any aspect of their services. Over two years, the firm built a dozen applications. It started with one builder, with lawyers working on the logic, and has since scaled to a larger team.

CLIENT-FACING APPLICATIONS

### 01 H-1B Public Access File generator

Helps employers meet the 24-hour deadline to create the required documents and notify labor unions.

### 02 50-state physician recruitment advisor

Helps rural and inner-city hospitals assess whether they qualify to recruit international physicians, with a separate app for each state's requirements.

### 03 Citizenship at birth advisor

Advises people born abroad whether they are considered citizens at birth.

### 04 Bilingual DACA guidance app

Rolled out in one day in Spanish and English to help DACA recipients understand how President Trump's revocation announcement affected them individually.

INTERNAL TOOLS

## Beyond client advice

A Client Survey Tool routes each client to a next step based on their answers, for example inviting clients with positive feedback to leave a review. Another app lets employees report vacation days. These are tools the firm would otherwise have paid extra for.

THE RESULTS

## Faster advice for clients, more capacity for the firm

01

### Advice without the wait

Clients get legal analysis without waiting for a lawyer to become available or complete the research. With the physician immigration application, a 15 to 20 minute series of questions produces a legal analysis that is the same as if a human lawyer had provided it.

02

### Time back for higher-value work

Lawyers spend less time on non-billable work and more on higher-value matters.

03

### A distinctive client offering

The firm can offer clients a service other firms can't, at no additional cost to them. Its suite of applications earned a national legal innovation award.

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