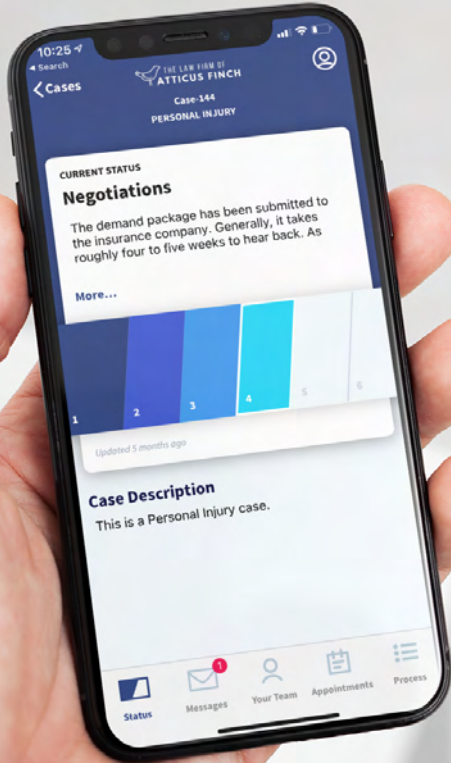




case status



MARK THOMAS INJURY LAWYER
RIGHT FIRM – RIGHT NOW



A FIRM FOCUSED ON THE CLIENT

Giving Clients Peace of
Mind while Driving Great
Legal Outcomes

Fighting for clients' rights since 1998. Mark Thomas Injury Lawyer believes in taking an aggressive approach. They also believe in providing clients with an unprecedented level of personalized service, working efficiently, keeping them fully informed, and responding promptly to any needs and concerns.

Company Size
<10 Full Time Staff

Primary Practice Area
Personal Injury & Workers' Compensation

Location
Georgia

Client Management System
CASEpeer

THE SITUATION

Mark Thomas Injury Lawyer has always been focused on people and is passionate about making sure people don't get taken advantage of. This passion pulled the founder, Mark Thomas, from serving as a defense attorney for insurance companies to starting a practice representing injured victims. This knowledge and experience eases client fears and eliminates uncertainty. The firm also is focused on case outcomes, creating a plan to help clients get better and get their lives back on track. Since 1998 the firm has been growing on this core philosophy. But with growth came challenges in communications. The question was how to scale this client-first approach as more clients came to the firm for help. Phone, email and text were not getting the job done. Mark Thomas Injury Lawyer found the right technology partner in Case Status to consolidate and automate client communications via a single channel allowing the firm to scale world-class engagement.

92%

ADOPTION OF THE APP

4.2 HR

AVERAGE CLIENT RESPONSE

366

HOURS SAVED

5,600

MESSAGES SENT ON PLATFORM

82

NET PROMOTER SCORE

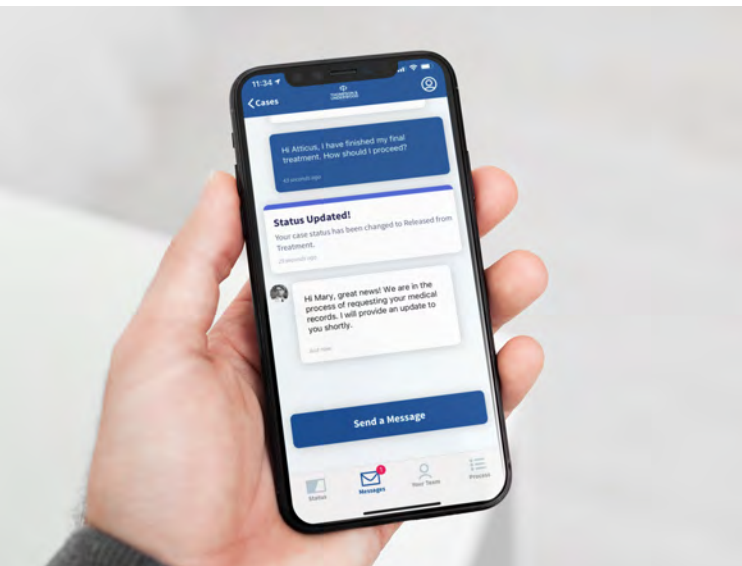
"The Case Status Platform is a game changer. It is the technology for our front-office that pairs perfectly with CASEpeer, that does all the hard work in our back-office. We are already seeing a first wave of improvement with a decrease in inbound calls. But the platform gives us all the insights we need so we know the clients are happily engaged!"

-Margie Coleman (Paralegal at Mark Thomas Injury Lawyer)



OVERVIEW OF CASE STATUS

Case Status is an all-in-one information hub that transforms the way law firms interact with their clients. It gives your firm the ability to update all of your clients with a single click. Centralize your firm communication across multiple attorneys, case managers, and clients. We reduce your time managing clients, so you can focus on being a lawyer.



THE RESULTS



92%
Adoption of the App

A client portal is only good if the clients use it. The Case Status 5-star App meets clients where they expect to engage with their favorite brands: on their smartphone. Getting started is easy with a simple invite to securely log in, using the security of the smartphone. Once logged in, the clients continue to use it because it has great utility. "Love being able to track our client's app activities." - Margie Coleman



4.2 Hour
Average Client Response

Case Status allows the client to self-serve a lot of information that they would have otherwise called or emailed asking about. That reduction in inbound calling gives the team a great advantage in responding to the important messages that are sent via the platform: 4.2 hours on average versus an industry average of 48-72 hours.



366
Hours Saved

By allowing clients to self-serve important information and updates via the 5-star app, clients no longer feel compelled to call into the office for simple updates. The firm estimates 366 hours saved in just 9 months for a small team. These hours of reactive response have been reclaimed and focused back on the legal case work that makes the outcomes happen.



5,600
Messages Sent

The Case Status solution isn't just about decreasing inbound phone calls and emails. It is about eliminating the unnecessary calls. Engagement is still important, whether the client is self-serving or communicating with their team. In 9 months the team has sent close to 3600 messages, many of these automated. They have also received close to 2000 messages from the clients. The difference is these messages are all consolidated in the same place.



82
Net Promoter Score

The firm is able to better the industry average by more than 2X. "With our communications humming and our clients happier, we are now excited to use an ongoing automation to measure client satisfaction at every stage. With Case Status we know who our 9's and 10's are and are poised to start asking for reviews and referrals." - Margie Coleman