



case status

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The Cost Of Neglecting Client Engagement Technology

Client service is no longer an optional aspect of law firms but a core offering. Inaction when it comes to client service carries a price, and the cost of neglecting it can significantly impede a firm's growth and overall success.



Lost Staff Time

Each phone call or email can take 5 minutes to handle. This adds up -

- Time spent addressing client concerns/complaints 1:1
- Repetitive tasks to provide reactive case updates to inquiries
- Chasing unresponsive clients
- High stress levels, low morale

[Check out our Saved Time Calculator](#)



Lost Clients

Dissatisfaction leads to attrition -

- Inadequate client service leads to dissatisfaction
- Revenue loss from clients leaving or not coming back
- Lost clients means lost opportunities for expansion
- Poor client service leads to negative reviews and word-of-mouth
- 3% attrition can equal \$10ks of lost revenue for a medium sized firm



Stalled Growth

- Reputation can be a headwind to growth
- Poor service causes lower direct referrals.
 - Unhappy clients are 9-15x likely to leave a negative review which further damages
 - Happy clients will leave favorable reviews, but only if asked. Most firms don't automate the ask.

[Calculate if your reputation is a headwind or a tailwind to growth.](#)



Higher Marketing Spend

- Low reviews require heavier marketing
- Increased acquisition costs strains budgets
 - Higher marketing focus is required to fill the void
 - Conveying trust at intake requires more advanced marketing skills



Not Seen as a Leader

- Firms that neglect client service fail to embrace innovation in the legal industry
- Remaining stagnant hinders the firm's ability to adapt to changing client expectations
- Leading firms leverage client satisfaction to fuel growth, invest in efficiency, and distinguish themselves from competitors



Skimp Now, Pay Later

- Cutting corners on client service may offer short-term savings, but long-term consequences will be far more costly
- Clients prioritize satisfaction, firms failing to meet these expectations will struggle
- Neglecting client service undermines a firm's ability to thrive amid growing competition

Neglecting client engagement technology can result in substantial costs for law firms.

From lost staff time to missed opportunities for growth, the ramifications of subpar client service are significant. Prioritizing client satisfaction not only helps retain clients but also attracts new business, fosters innovation, and positions a firm as a leader in the legal industry. The costs of not investing in client engagement technology are far greater than the initial investments required for long-term success.

[Fill Out The Form Here To Start Saving Today!](#)