

THE CASE STATUS

SIX

The 6 challenges of consumer-based law firms; Radical technology turns these challenges into opportunities!

Clients have many options for contacting their attorney: phone, email, text, client portal, and more. This situation creates more places to check, eating time for the case work and delaying responses for the firm.

Case Status solves this problem with a platform and tools that are 100% focused on outstanding client engagement. Case Status is not practice management, but does integrate seamlessly into the law firm's practice management solution ensuring the most efficient workflows and a single source of truth.



CHAOTIC ENGAGEMENT

1

The Challenge:

- Law firms historically engage with clients via so many channels.
- Client portals seek to consolidate engagement but most are browser-based resulting in low adoption
- Research shows people spend 5 hours a day on their smartphone, most of that time in apps.

The Case Status Difference:

Case Status understands the client and how to pivot this challenge into an opportunity. The Case Status platform includes a 5-star mobile app. As such, firms can meet clients where they prefer - smartphone app.

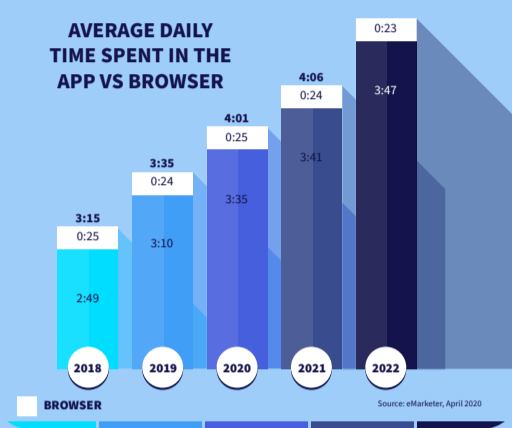
★★★★★ 4.9 • 8,100+ Ratings

How is this different from other client portals?

- Case Status has immensely successful client adoption.
- While most portals go unvisited by clients (30% usage), Cases Status firms see 80% adoption of the App!
- Case Status provides a native mobile app for iOS and Android, which has earned 4.9 out of 5 rating from thousands of user reviews.

The Result:

Offering a client portal that clients use reduces scattershot client interaction and prevents time-consuming "case update" phone calls. Additionally, Case Status integrates with the leading practice management vendors, providing a single source of truth for information.



TIME

2

The Challenge:

- Legal pros are short on their most precious resource: time.
- The diversity of tasks and efforts is constantly pulling staff into different directions

The Case Status Difference:

- With Case Status, a firm can automate repetitive tasks and communications.
- Law firms customize in-app experiences to visually walk clients through stages.
- With automated triggers, the firm provides client updates in-app.
- This includes scheduled "no-update updates" telling the client that the matter is in process and on track, but nothing changed recently.

The Result:

Background updates boost firm efficiency, with one small firm saving 366 hours in nine months and decreasing related inbound phone calls by 51%.

Want to calculate how much time you can save? Check out our [Time Machine Calculator Here](#)



CLIENT COMMUNICATIONS

3

The Challenge:

- Without guidance, clients will choose their preferred approach—phone, email, text, or portal—causing craziness for law firm staff.
- The average firm takes 48 to 72 hours to respond to a client's outreach.

The Case Status Difference:

- Case Status firms channel most client communication to the mobile app.
- Funneling allows the firm to respond faster to client requests, improve its client communications, and exceed client expectations.
- All employees can read and respond to in-app client messages, send the client files and do this in a way that syncs with the firm's existing practice management system while providing better security than email or SMS offers.

The Results:

With Cases Status, the response delay drops to 6.5 hours. How?



LANGUAGE BARRIERS

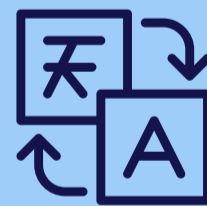
4

The Challenge:

- ~10% of those who need legal help do not speak English well; 40% in some areas
- The Language of Law is English
- Even with English-speaking staff, lead attorneys may not easily translate past communications

The Case Status Difference:

- Case Status uses Google's Neural Machine Translation (GNMT) system to translate in-app messages to 138 languages.
- This works in both 1-to-1 messages, between a client and a firm employee, and 1-to-many, such as an automated templated message sent to many clients.
- English-only attorney can read all messages (new or archived) translated in real-time.
- Works for both inbound and outbound messages



CLIENT SATISFACTION

5

The Challenge:

- Law firms guess what the client thinks; it can be scary to ask the tough questions
- One-half of firms do not measure client satisfaction because it is hard to scale
- The other half ask toward the end, when it may be too late to improve

The Case Status Difference:

Case Status operationalizing client feedback, especially early in the representation, which takes the scale and scary out of the effort.

- With Case Status the firm can automatically capture a rating of 1 to 10 at every stage
- With automation, the firm can design journeys and a playbook.
- Low scores are a "check-engine light" giving the firm time to fix the problem.
- High scores can be used to drive more client referrals and online 5 star reviews

The Result:

Case Status firms see a 2X improvement in client satisfaction versus industry averages simply by (1) delighting the client journey and (2) automating the ask to capture this meaningful data



EARNED GROWTH

6

The Challenge:

- Happy clients, unless asked, usually won't be active with driving reviews and referrals
- Unhappy clients will always be active telling people about their bad experience & posting negative reviews
- If unhappy clients are not minimized & happy clients are not maximized, the "brand" growth for the firm can be negative.

The Case Status Difference:

A great reputation flows from providing great service. Turning these promoters into activists give your growth a tailwind. We call it Earned Growth

- Case Status helps firms build sustainable growth by identifying happy clients, being front-of-mind with clients, and asking satisfied clients to write reviews or refer friends.
- Efficient communication leads to good client surveys that the firm can ask for reviews on Avvo and Google.
- The app also contains a referral button to send the lawyer's electronic business card to friends and family.

The Results:

One firm saw an 800% increase in 5-star Google Business Reviews in just 9 months.

Want to calculate your earned growth to see if it is positive or negative? Check out our [Earned Growth Calculator Here](#)

GETTING STARTED

If your firm wants to radically transform client engagement and meet clients where they are, visit www.casestatus.com to schedule a demo.