

CASE STUDY

LawMaster's New Client Enquiry drives conversion rate to new heights

Hynes Legal upgraded to LawMaster when they founded. Initially focusing on the matter and document management functionality of the software, LawMaster's business development capabilities weren't fully realised in the implementation phase. As a specialist, boutique commercial law firm, they were finding the majority of their new, and repeat, business enquiries were very similar in nature. Each website, phone or email enquiry was taken manually by the administrative team and emailed to the relevant lawyer, who would then compile a manual quote and ask for the relevant materials to be emailed back. A lot of this work was highly repetitive which wasted valuable time across the firm. In addition, no data was being collected about conversion rates, follow-up calls were not always made and leads were lost. Reasons why enquiries were not converted into work was not being tracked.

THE OPPORTUNITY

Fielding around 50 plus new enquiries a week, Hynes knew they needed an easier, more efficient and more streamlined process to capture, manage and convert these enquiries. They wanted to free their lawyers from the administrative burden of manual quoting and responding so they could focus on their core legal work. They also wanted to improve enquiry response time, and discover exactly what factors contributed to any missed conversions. To do this, they implemented LawMaster's New Client Enquiry (NCE) tool.

With LawMaster's NCE, every enquiry is captured, actioned within minutes and automatically followed-up, helping deliver a conversion rate of over 90%

NCE'S AUTOMATION HAS TRANSFORMED HYNES' APPROACH TO NEW BUSINESS

LawMaster's workflows have been configured to suit Hynes' exact new business requirements. Now, when a new enquiry is received, these automation tools are triggered by the data collected in NCE. This generates the relevant email response, including the quotation and all associated documents - all in less than two minutes.

THE UPGRADE RESULTS

4 HRS

TIME SAVED PER ADMINISTRATION PERSON PER DAY

>90%

CONVERSION RATE OF NEW ENQUIRIES



VALUABLE INTELLIGENCE: Data captured in NCE enables Hynes to identify why enquiries are not being converted so they can alter their approach for subsequent enquiries if needed

EXCELLENT EFFICIENCY: LawMaster's streamlined automation means that scheduled follow-ups are generated without the need for manual intervention

TAILORED RESPONSES: Different enquiries have different touch points. The NCE process differentiates by enquiry type to produce the right material

SIMPLIFIED CONVERSION: When an enquiry proceeds, the NCE is easily converted into a matter, and the customised workflows generate the fee agreement, contract and relevant documents with no doubling handling

MORE BILLABLE TIME: Lawyers are able to focus on genuine client work, rather than fielding and responding to speculative or repetitive enquiries

"SINCE WE ACTIVATED LAWMASTER'S NCE, OUR FIRM'S APPROACH TO BUSINESS DEVELOPMENT HAS IMPROVED EXPONENTIALLY. IT HAS BEEN WELL WORTH IMPLEMENTING AND THE REWARDS HAVE BEEN OUTSTANDING. WE ARE NOW HARNESSING THE FULL POTENTIAL OF THE LAWMASTER TECHNOLOGY."

Frank Higginson
Director and Legal Practice Director
Hynes Legal

Upgrade.