



CASE STUDY



DEIDRA HAYNES
LAW OFFICE

Deidra's Firm Growth with Attorney Assistant

Deidra's law firm grew from \$200K to \$2.17M in under three years, now employing 14 staff, including remote intake specialists from Attorney Assistant. These specialists generate approximately \$9,000 per week in consultation fees, improving efficiency and key performance metrics. A strong cultural fit with Nigerian staff has enhanced team dynamics and reduced onboarding time. With \$210K invested annually in marketing, the firm prioritizes fast response times to maximize client conversions. Looking ahead, Deidra plans to expand intake support, explore Spanish-speaking markets, and further integrate remote staff into company initiatives.



The Challenges

Before working with Attorney Assistant, Deidra's law firm faced several major challenges:

- ✓ **High Call Volume:** The firm struggled to keep up with incoming calls, leading to missed opportunities and delays in client intake.
- ✓ **Staff Turnover:** In-house intake staff frequently left for career advancement, creating disruptions and requiring constant retraining.
- ✓ **Lengthy Onboarding:** New hires required significant training, slowing down efficiency and impacting client responsiveness.
- ✓ **Inconsistent Team Performance:** Previous remote hires lacked the cultural and operational alignment needed for a seamless intake process, affecting efficiency.



The Solution

After integrating Attorney Assistant's remote intake specialists, Deidra's firm overcame key operational challenges:

- ✓ **Enhanced Intake Support:** Additional remote specialists helped manage high call volumes, ensuring potential clients were never left waiting.
- ✓ **Reduced Turnover Impact:** With a stable remote team, the firm no longer faced constant disruptions from in-house staff turnover.
- ✓ **Faster Onboarding:** Attorney Assistant's pre-trained intake specialists were ready to handle client calls immediately, saving time and resources.
- ✓ **Stronger Team Dynamics:** Hiring from Nigeria provided a better cultural fit, leading to improved communication, collaboration, and overall performance.



Key Performance Indicators (KPIs)

By leveraging Attorney Assistant's intake specialists, Deidra's firm improved critical performance metrics:

- ✓ **Fast Call Response:** Calls are answered immediately, aiming for the first ring.
- ✓ **Quick Callbacks:** Missed calls are returned promptly to maximize client conversions.
- ✓ **Effective Client Conversion:** Intake specialists skillfully communicate the firm's value, securing \$200 consultation fees.
- ✓ **Increased Appointments:** More potential clients commit to scheduled and paid consultations.
- ✓ **Ghost Appointment Follow-Ups:** No-shows are actively pursued to reschedule and retain leads.



Marketing & Growth Strategy

Deidra's firm strategically invests in marketing and operations to drive continued growth:

- ✓ **Strong Marketing Investment:** Allocates \$210,000 annually to attract and convert potential clients.
- ✓ **Significant Payroll Commitment:** Invests \$967,000 per year to maintain a high-performing team.
- ✓ **Maximizing Call Efficiency:** Prioritizes rapid call response times to optimize return on marketing spend.
- ✓ **Future Expansion:** Exploring opportunities to serve Spanish-speaking clients to broaden market reach.



Experience with Attorney Assistant

After partnering with Attorney Assistant, Deidra's firm saw significant improvements in intake operations and overall efficiency:


- ✓ **Scalable Growth:** Started with one remote intake specialist, now successfully operating with two.
- ✓ **Revenue Boost:** Remote intake specialists generate approximately \$9,000 per week in \$200 consultation fees.
- ✓ **Operational Efficiency:** Enhanced intake processes led to improved KPIs and client conversion rates.
- ✓ **Cultural Alignment:** Nigerian intake staff proved to be a better fit, strengthening team dynamics and performance.
- ✓ **Inclusive Workplace:** Plans are underway to include remote staff in the company's upcoming trip to Italy.



Ready to Transform Your Practice?

Discover how Attorney Assistant can help your firm save time, boost revenue, and enhance client satisfaction.

Schedule a Call Today

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