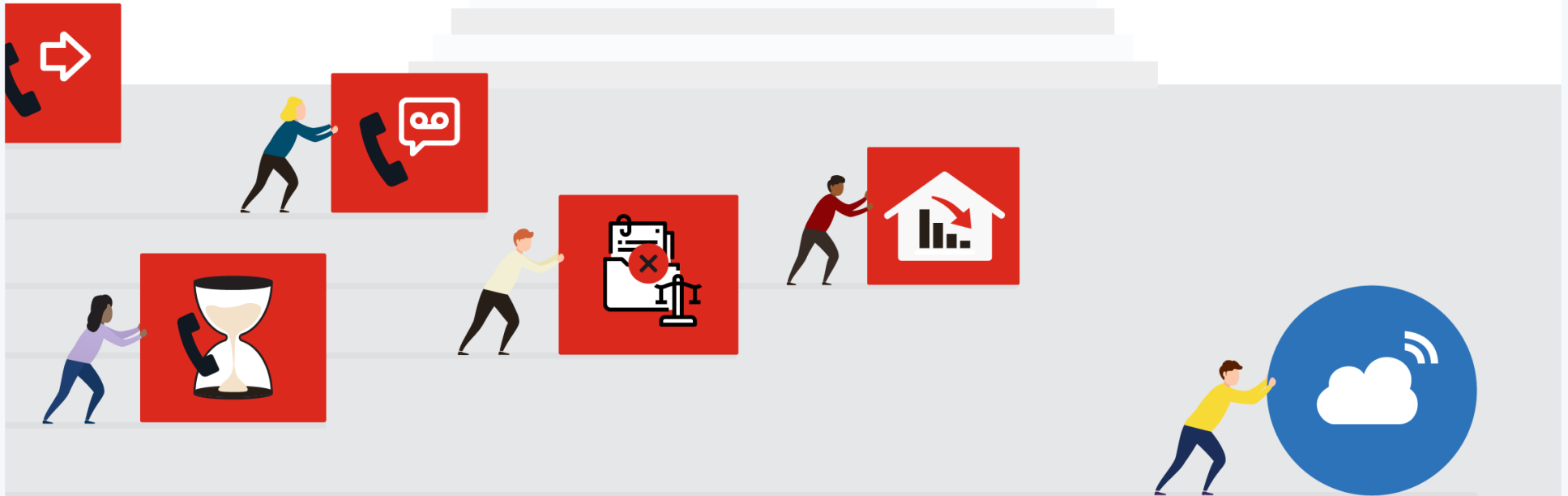
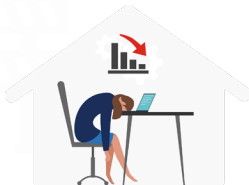
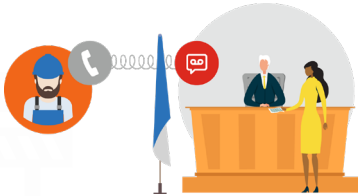
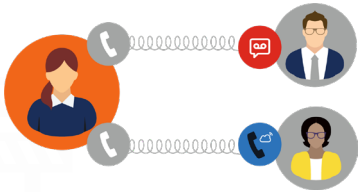


5 COMMUNICATIONS PROBLEMS FACING YOUR LAW FIRM IN 2021

How You're Losing Money, and How to Solve Them Fast





Limited or unprofessional communication is a problem for any business, but especially in the competitive, high-stakes legal field.

Having a communications system that values clients' time and makes them feel heard is the best way to make a great first impression that grows into a lasting relationship.

Potential clients have numerous firms to choose from, so every communications roadblock between their decision to call and a case getting started runs the risk of losing their business. These roadblocks usually include problems such as:

- Callers being sent to voicemail rather than speaking to an employee
- Information errors slowing down or disrupting casework
- Clients having trouble connecting with their busy attorneys
- Long hold times during periods of high call volume
- Clients and team members becoming frustrated with long stretches of remote work.

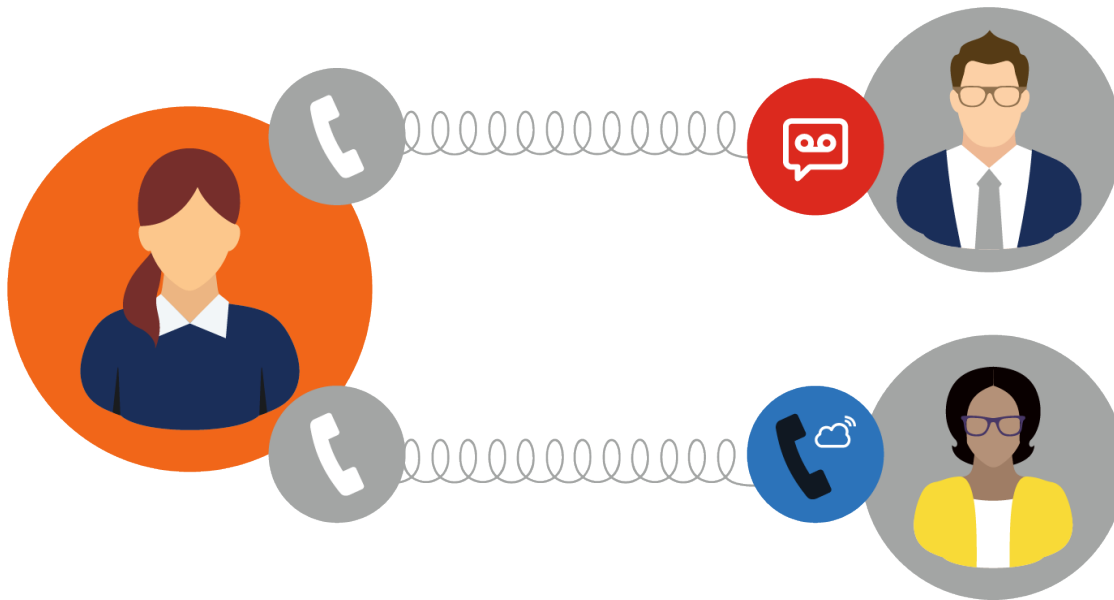
Modern communications systems are designed to solve these problems and help firms become as efficient as possible. With the right features and tools, even the least tech-savvy teams can dramatically improve their client connection rate and secure more business.

However, the problems holding a law firm back cannot be solved until they are identified and understood.

Today's legal clients expect an increased level of accessibility and customer service that many attorneys simply aren't equipped to provide. And with so many competitors offering the same services, every call that's allowed to go to voicemail is a potential opportunity missed.

The following pages have the top 5 communications problems keeping your law firm from becoming more profitable in 2020 and how a modern communications system can help you solve them.

PROBLEM #1: MISSED OPPORTUNITIES BECAUSE CALLS AREN'T GETTING TO THE RIGHT PEOPLE



Scenario: Mary is the victim of a hit and run. She receives a referral from a coworker to Steven, your best Personal Injury attorney, along with a competitor he's used before. Mary calls Steven first, but gets his voicemail. Guess who she called next and DID get a hold of...



75%

of callers will not
leave a voicemail



85%

of callers will not
call back

Studies show that 75% of callers will not leave a voicemail when asked to do so by a business, and 85% will not call back. Instead, they just call your competitors.

Regardless of whether your firm is receiving more calls than your team can handle, or if your phone system is too simple to route callers where they need to go, you're losing money every time a call doesn't reach the correct person.

You can try to plug the gaps with more manpower, but even the most tech-savvy legal assistants can't compete with a sophisticated phone system that's designed specifically to route calls correctly.

Most modern phone systems come equipped with the ability to create dynamic call routes with overflow handling that can make sure that calls are always answered by a human being.

PROBLEM #2: IMPERFECT NOTES AND MISSING CASE INFORMATION



Scenario: Kayla, a local chiropractor, calls your office and asserts a lien claim on a case you're working. Vincent, the paralegal who takes the call, gets distracted when an attorney stops by his desk to ask about a different case. He mutes himself and quickly answers the attorney's questions. However, in the momentary confusion between the two cases, Vincent misremembers and writes down the wrong lien amount. Once the case is settled, Kayla the chiropractor calls once again to report the error and you're forced to pay the difference out of your own pocket.



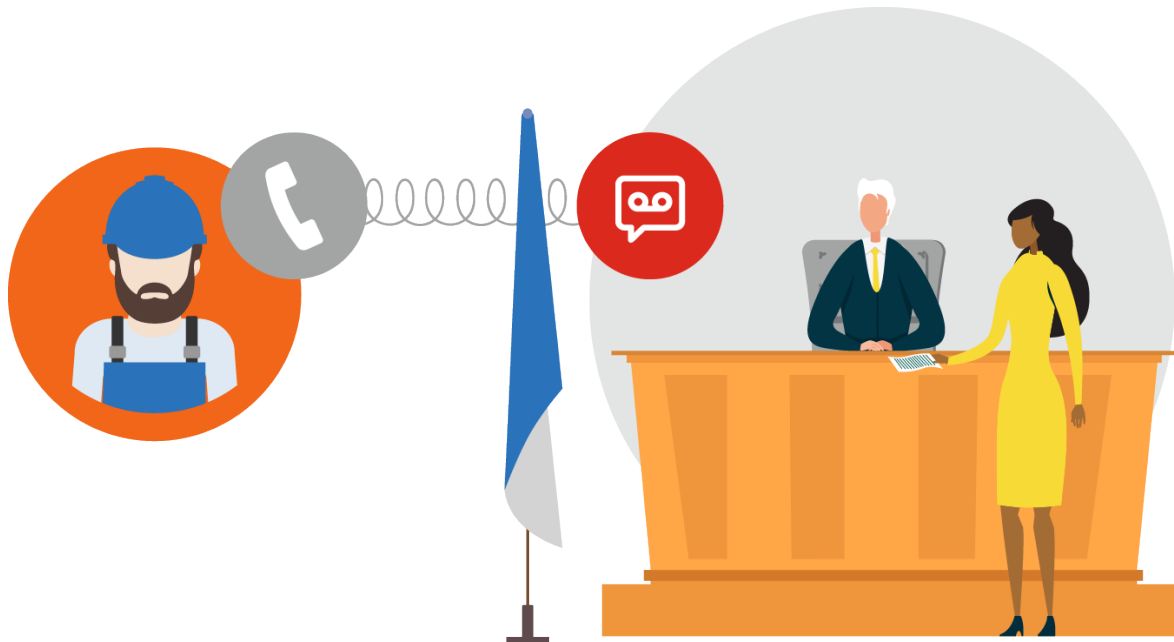
We all make little mistakes, but sometimes little mistakes can cost billions of dollars.

Verifying every scrap of information that enters your firm is a monumental task, but it's also vital to both your success in court and your reputation. Any errors in your paperwork obviously risk damaging a case.

More importantly though, the client's perception of your firm will be forever tarnished, making it highly unlikely they will hire or recommend you in the future. Even if you win, every incorrect note and data error has the potential to impact future business.

The good news is that adding the ability to record every incoming call is an easy add-on for most phone systems. A simple solution for a potentially huge issue.

PROBLEM #3: STAYING CONNECTED WHEN YOU'RE AWAY FROM THE OFFICE



Scenario: Harvey, a plumber who retained Felicia's services for a lawsuit he was facing two years ago, just got hit with another lawsuit. He remembers the fantastic service that he received from Felicia, but unfortunately, she's been in court all week. Harvey left a voicemail for her, but she's been relying on her cellphone and didn't get the message. By the time she remembered to check her voicemail and called Harvey back, he had already moved forward with another firm.

Attorneys are constantly on the go, rushing between meetings and court appearances. It's part of what makes practicing law so exciting, but it also hampers your ability to be consistently available for your clients.

Unfortunately, the average caller doesn't understand how much time attorneys spend in meetings or waiting around for their court appearances. When you don't get back to them quickly, callers can get frustrated and assume you either don't care about their case or are outright ignoring them.

When that happens...you guessed it, they give up and call a competitor.

Obviously your attorneys can't carry their desk phones with them everywhere just in case someone calls. But each one must still be able to speak with clients anywhere, on whatever device they happen to have with them at the time.

With the mobile applications offered by modern communications systems, they can turn their smartphones, laptops and home office computers into work phones that allow them to take calls or immediately check their voicemail from anywhere.

PROBLEM #4: INABILITY TO KEEP UP WITH ALL THE CALLS YOU'RE GETTING



Scenario: You run a new ad campaign that really hits home with your target demographic. New cases come flooding in and your team is not ready to manage the high call volume. People are either left on hold for too long or rushed through their introductory call. In both cases, they become frustrated.

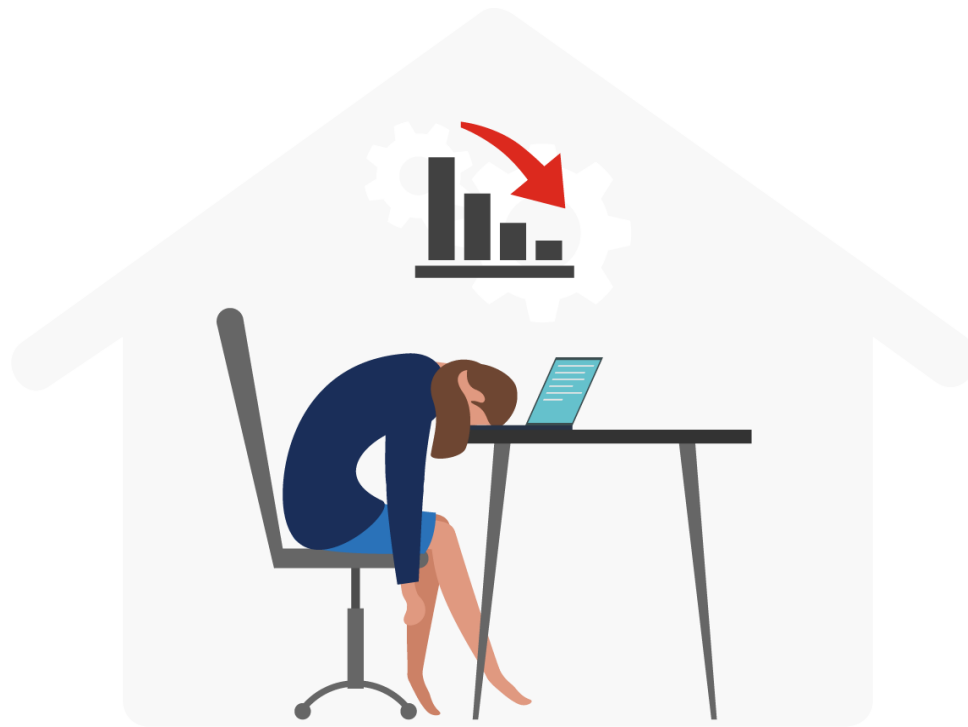
Receiving too many new case offers to handle seems like a good problem to have at first, but it's still a problem. Unfortunately for many law firms, it is also a lesson they learn harshly when running advertisements because they can never truly predict how much attention ads will get.

People who need a lawyer are often agitated before they even pick up the phone, so being asked to please hold... and hold... and hold... can easily drive them to hang up. Perhaps they become angry enough to leave you a negative review online. Your own advertisement is what inspired them to call you after all.

Without proper visibility over your business communications, it's impossible to get a clear picture of how your team is performing under stress and what changes you need to make to improve your caller experience.

Live reporting dashboards give you that visibility along with total control over all the calls on your system. At a glance, your whole team can see how many calls you're receiving and how long they have been on hold. Then, any available employees can answer or transfer waiting calls with a single click.

PROBLEM #5: YOUR CLIENTS AND EMPLOYEES ARE BURNED OUT FROM REMOTE WORK



Scenario: Jen, one of your paralegals, has been working remotely the past few months. She is struggling to maintain her normal level of productivity at home and is becoming frustrated with both the client and her coworkers for never responding as quickly as they could at the office. Unaware of her frustrations, the attorney she is working with asks why her tasks are not done and exacerbates the situation further.

Research has shown that 93% of communication is non-verbal, which means it's much easier than most people realize to become frustrated with all the daily emails, chats, and voicemails employees receive while working remotely.

Over time, that frustration can cause friction throughout your firm. Add conversations with clients to the mix, who themselves are already experiencing the massive stress of upcoming litigation, and it's a recipe for severe drops in productivity.

Regular face-to-face conversations over a video conferencing tool help keep everyone on the same page and also serve as unspoken reminders that you're all working towards the same goal.

There are numerous video conferencing tools you can purchase on their own, but any quality communications solution will have one included that you can use in conjunction with all its other features.

To learn more about how FluentStream can help solve common communications problems that Law Firms face, visit our blog or contact us directly at 303-GO-CLOUD.