

Sally Morin Personal Injury Lawyers Client Story



PROBLEM

Sally Morin Personal Injury Law Firm, a boutique, women-owned and operated practice based in California, specializes in catastrophic auto injury cases. With a commitment to providing unparalleled attention to their clients, the firm faces a significant challenge: sorting through a high volume of potential client intakes. Prior to PATLive, the firm relied on voicemail, a web intake form, and chat tools, but these methods didn't adequately address the needs of prospective clients who preferred direct, immediate human interaction. Without a dependable solution, their ability to grow and maintain strong client relationships was at risk.

SOLUTION

The law firm partnered with PATLive in early 2020 to streamline their intake process. PATLive seamlessly integrated with their phone system, and onboarding was swift, with customizable scripts tailored to the firm's needs. Key features like lead qualification, message-taking, and call screening ensure all prospective clients receive immediate attention, allowing the Intake Manager, Rosa, to focus entirely on managing cases and investing time in qualified leads.

BENEFITS

PATLive has significantly improved the firm's client satisfaction and efficiency. Clients now receive immediate, empathetic interactions, even outside business hours. Lead qualification has boosted new consultations and helped retain high-value cases. Rosa's reduced workload allows her to focus on managing cases, aiding the firm's growth. Additionally, PATLive's human-centric service enhances the firm's reputation, providing valuable insights for refining their processes.

AT A GLANCE

CHALLENGES

- High volume of potential client intakes
- Missed or delayed responses risking client loss
- Overburdened intake manager

BENEFITS

- Detailed lead qualification
- Enhanced client satisfaction
- Time savings for staff



"It's the human touch that we need. With PATLive, it doesn't feel like an outside service; it feels like someone integrated into our team. Our clients—especially during one of the worst times in their lives—feel heard, and that makes all the difference."

Amber Via
Paralegal