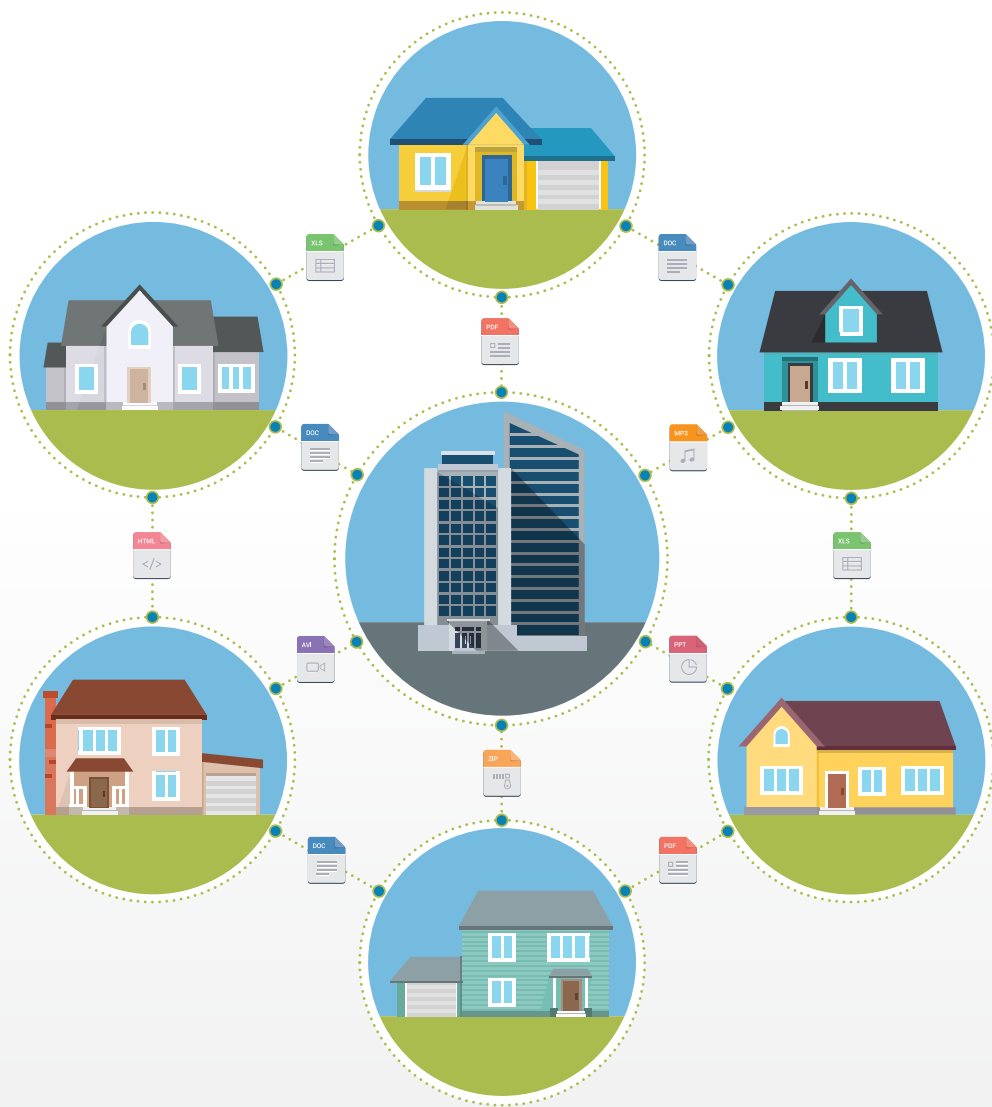




# Transition: Running A Virtual Law Firm

BUYERS GUIDE: 2020 EDITION



# Revolutionizes Intake and Client Conversion.

Law firm marketing has been built around the concept that increasing “leads” increases profits. Leads, however, without a corresponding conversion to clients results in increased cost, wasted staff resources and missed opportunities.

For 10 years, Jessica Hoerman worked diligently to keep TorHoerman Law, a mass tort and personal injury law firm, ahead of the legal marketing game that consisted of a chaotic intake funnel and an overworked staff.

Jessica’s growing law firm needed to increase staff in order to make certain potential cases did not fall through the cracks. She thought there must be a better way to handle those cases rather than hiring, training and managing more staff. She searched the market for a tool that would assist with increasing client conversions and that would make the intake process more organized and efficient.

When Jessica couldn’t find a system her law firm could use to streamline the legal intake process from conversation to client conversion, she found a team that would help her build one.

SimplyConvert is the first legal intake platform that engages, qualifies, prioritizes, notifies and optionally contracts qualified clients instantly. Utilizing advances in technology, SimplyConvert automates case conversion 24/7 ensuring that no potential client opportunity slips through the cracks.

From the moment of digital engagement with a law firm, either via live chat replacement or case evaluation in paid advertising, SimplyConvert involves legal consumers with relevant and criteria-based conversations. There is no training or form building needed. SimplyConvert’s case criteria is developed by lawyers who are experienced in each legal area.

Outdated legal intake products abruptly push all digital leads, whether qualified or not, into an analog queue with a promise of a call-back/consultation. Unlike the traditional models, SimplyConvert is built as an end-to-end legal intake solution.

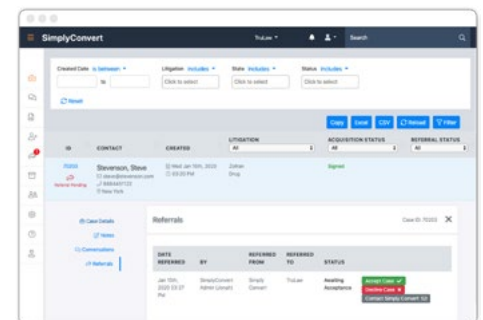
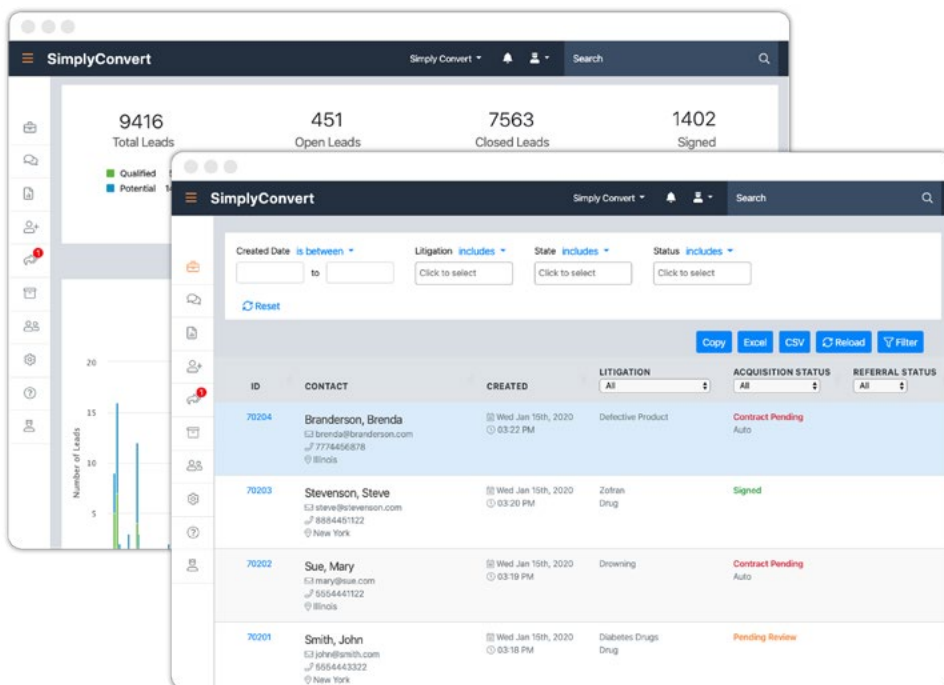
**SimplyConvert Changes Legal Intake**  
SimplyConvert revolutionizes the traditional legal intake model by providing a seamless, digital, and client-centered intake process.

The most obvious change is that every lead that contacts a firm is asked relevant, **criteria-based** questions resulting in one of three outcomes:

1. Qualified leads that should be converted to cases
2. Qualified leads to be referred to trusted legal partners
3. Non-qualified leads that can be instantly rejected, requiring no staff resources

## Increased Client Conversion, Staff Efficiency and Referrals

Client conversion of qualified leads increases with SimplyConvert. Capabilities include: providing automated e-sign



contracts instantly; text and email notification of hot leads delivered to legal staff and lawyers; and the automation of outreach via email and text with individuals who are not yet ready to hire a lawyer.

Beyond converting new clients, law firms using SimplyConvert report that they save significant staff resources and that they

have become more efficient because of one simple change to their legal intake process – instant automation of non-qualified leads.

With SimplyConvert, you will never miss a client opportunity because SimplyConvert gives lawyers a simple way to diversify their practices by using the legal case criteria developed by a network of experienced lawyers in order to identify qualified clients and refer them to an appropriate lawyer.

### So Efficient that You Will Need to Reallocate Staff to Other Client Projects

SimplyConvert is not suggesting you fire your staff. There is no substitute for the human touch but, with this newfound efficiency, you will soon find that you can reallocate intake staff to work with signed and qualified potential clients.

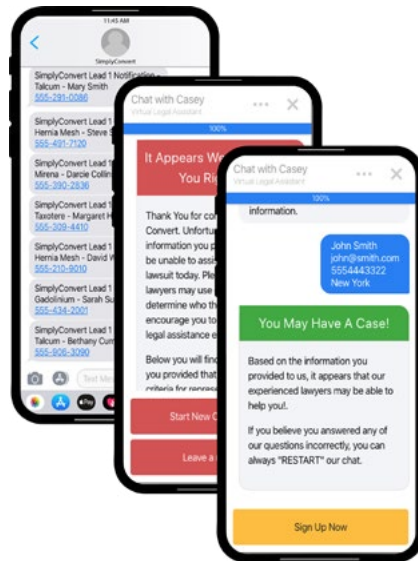
Forward-thinking law firms that implement automated client-centered processes have a competitive advantage. Law firms that do not take the time to understand the changing needs of legal consumers will soon lose client opportunities to those that do.

### FEATURES:

SimplyConvert is a complete solution that changes the traditional legal intake model. Listed below are more features that will assist teams in embracing innovation and transforming the legal intake process.

#### Embedded E-Sign Contracts

Delivering e-sign contracts to qualified potential clients at the moment they intend to hire a lawyer provides a better client experience and gives lawyers a competitive advantage over other firms. SimplyConvert's integrated e-sign contract platform provides consumers with your contract within a chat. There is no delay in providing guidance or an offer to represent a client who meets your case criteria. Since not every law firm or practice area allows for contracting at the moment of intent, this feature is always optional.



### Managing and Tracking Referrals

Diversify your practice, boost firm revenue and expand your network by becoming part of the SimplyConvert community of law firms. That growing community gives members the option to automate or refer any potential client your firm is unable to assist with just one click. SimplyConvert's [referral dashboard](#) automates and tracks the status of referrals and enables easy communication between referral members.

### Advertising Solutions

If you have just hired the smartest virtual assistant to automate web intake, why not use the same platform to engage, qualify and contract leads where possible that were gathered from your legal advertising? Legal advertising is expensive. Give your firm the competitive advantage and the tools needed to make sure you maximize every dollar spent.

### Contact Form Replacement

Some legal consumers want to fill out a contact form but that doesn't mean the form has to be overly simple. SimplyConvert allows visitors to use the contact form option but, after they complete the form, they are provided another opportunity to receive instant legal guidance from criteria-based questions rather than waiting to hear back from your team.

### Notifications

SimplyConvert makes the intake process more effective but it doesn't take the place of your valuable staff. Email and text notifications are sent to team members in real time to make sure your firm is adding the human touch when it is needed the most. Notifications can be customized based on a variety of factors including litigation and outcome.

### Email and Text Follow up

Only a fraction of individuals who contact your law firm are ready to hire a lawyer. Email and text follow-up campaigns play a major role in helping potential clients think of your firm when they are ready to hire a lawyer. SimplyConvert provides default nurture campaigns for immediate use and law firms can customize campaigns for every litigation and practice area. Every engagement via email and text message is tracked and logged within the contact record.

### Closing the Access to Justice Gap

A very large volume of civil legal problems that are encountered by low-income Americans receives inadequate or no legal help. While your law firm may not be able to assist those clients, SimplyConvert gives every law firm the tools to become part of the access-to-justice solution by instantly identifying needs and referring cases to attorneys or legal aid organizations that are prepared to assist.

### Conclusion

SimplyConvert is the first automated legal intake platform that provides a digital client-centered intake process from initial conversation to contract and/or referral. SimplyConvert integrates criteria-based qualification, notification, embedded contracting, automated client follow-up and referral in one single platform.

Schedule a SimplyConvert [Demo](#).  
Start a [30 Day-Free Trial](#).

## Thank you for reading, let's keep in touch!

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