

CASE STUDY

How a 12-Attorney Personal Injury Firm Stopped Losing Leads to Slow Response Times

Pilot Program Results · Client Intake Automation · Q1 2026

67% Reduction in missed inquiries	4 hrs Saved per attorney per week	3x Faster lead response time
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Overview

A mid-sized personal injury firm in the Southeast was generating consistent inbound interest through their website and Google Ads — but converting those leads into consultations was a persistent struggle. Potential clients who submitted forms or called after hours rarely heard back within the same day, and many had already retained other counsel by the time the firm followed up.

Easebots was brought in to run a focused 30-day automation pilot targeting the firm's intake and follow-up process.

The Challenge

Before the pilot, the firm's intake process looked like this:

- Website form submissions were emailed to a shared inbox checked 1–2 times per day
- Phone calls outside office hours went to a generic voicemail — no guaranteed callback time
- Paralegals manually entered lead details into the CRM, often with a 24–48 hour lag
- No automated follow-up sequence — leads either got a call or fell through the cracks

The managing partner estimated the firm was losing 3–5 potential cases per month to competitors who responded faster — representing tens of thousands of dollars in potential revenue.

The Solution

Easebots implemented a three-part automation system in under two weeks, integrated directly into the firm's existing tools (their website, CRM, and email platform).

1. Instant Lead Response

Every website form submission now triggers an immediate, personalized email response acknowledging the inquiry, setting expectations, and asking two qualifying questions. Response time dropped from hours to under 90 seconds.

2. Automated Intake Qualification

An AI-driven intake flow collects case details — incident type, date, jurisdiction, and injury severity — before the first human conversation. Attorneys receive a pre-qualified summary so they can prepare in advance.

3. Follow-Up Sequence

Leads that don't book a consultation within 24 hours receive a 3-step follow-up sequence over 5 days — a mix of email and SMS — before being marked for manual review. No lead is forgotten.

Pilot Results (30 Days)

Results were measured by comparing the 30-day pilot period against the same 30-day window from the prior year.

- Missed inquiry rate fell from 58% to 19%
- Average time-to-first-contact dropped from 6.2 hours to under 2 minutes
- Consultation bookings increased by 31% over the comparison period
- Paralegals saved an estimated 4 hours per week on manual data entry
- CRM data completeness improved from ~60% to 94% of fields populated

"We had no idea how many people were slipping through. The first week the system was live, we booked two consultations from leads that would have sat in an inbox until Monday. That alone paid for the whole project."

— Managing Partner, Personal Injury Firm (Southeast)

Why It Worked

Speed is the single biggest competitive advantage in legal intake. Studies consistently show that leads contacted within 5 minutes are 21x more likely to convert than those contacted after

30 minutes. Most law firms are operating on a multi-hour response cycle — not because they don't care, but because the infrastructure to respond faster doesn't exist yet.

Easebots doesn't replace your team. It handles the moment between a lead arriving and your team being ready — so no opportunity is wasted.

About Easebots

Easebots builds custom AI automation systems for law firms. We specialize in intake, follow-up, document workflows, and internal AI assistants — all installed directly into your existing tools and managed on an ongoing basis.

We don't sell dashboards or generic chatbots. We build systems that save time and make money.

Book a free Automation Audit at easebots.ai