

Law Firm Industry Analysis

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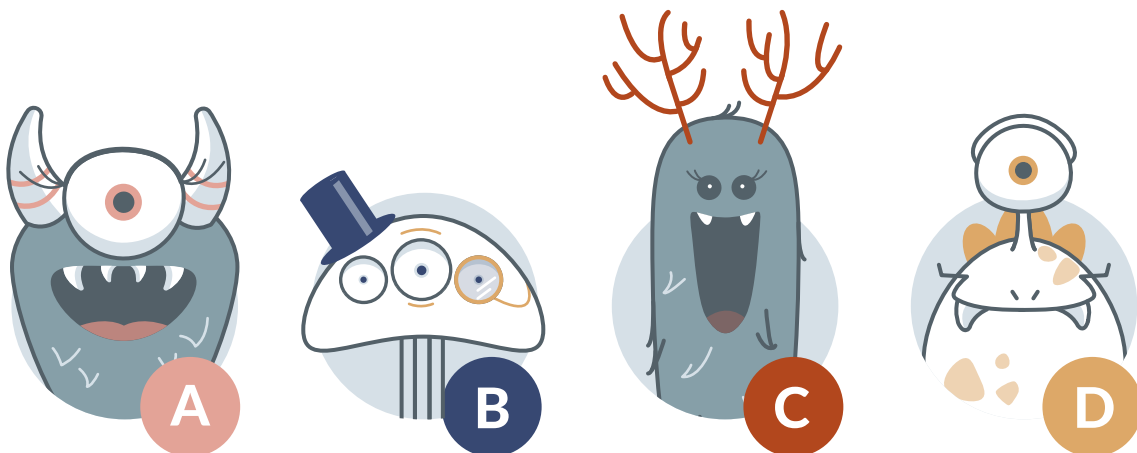
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PREFACE:

SAS Knows that **Growth Depends on Availability.**

Even for established lawyers, using voicemail to field missed calls can damage your bottom line. And for people who are just starting out, losing one prospective client can easily become a make-or-break situation. That's why many law offices look to Specialty Answering Service to provide exceptional 24/7 live-operator customer support.

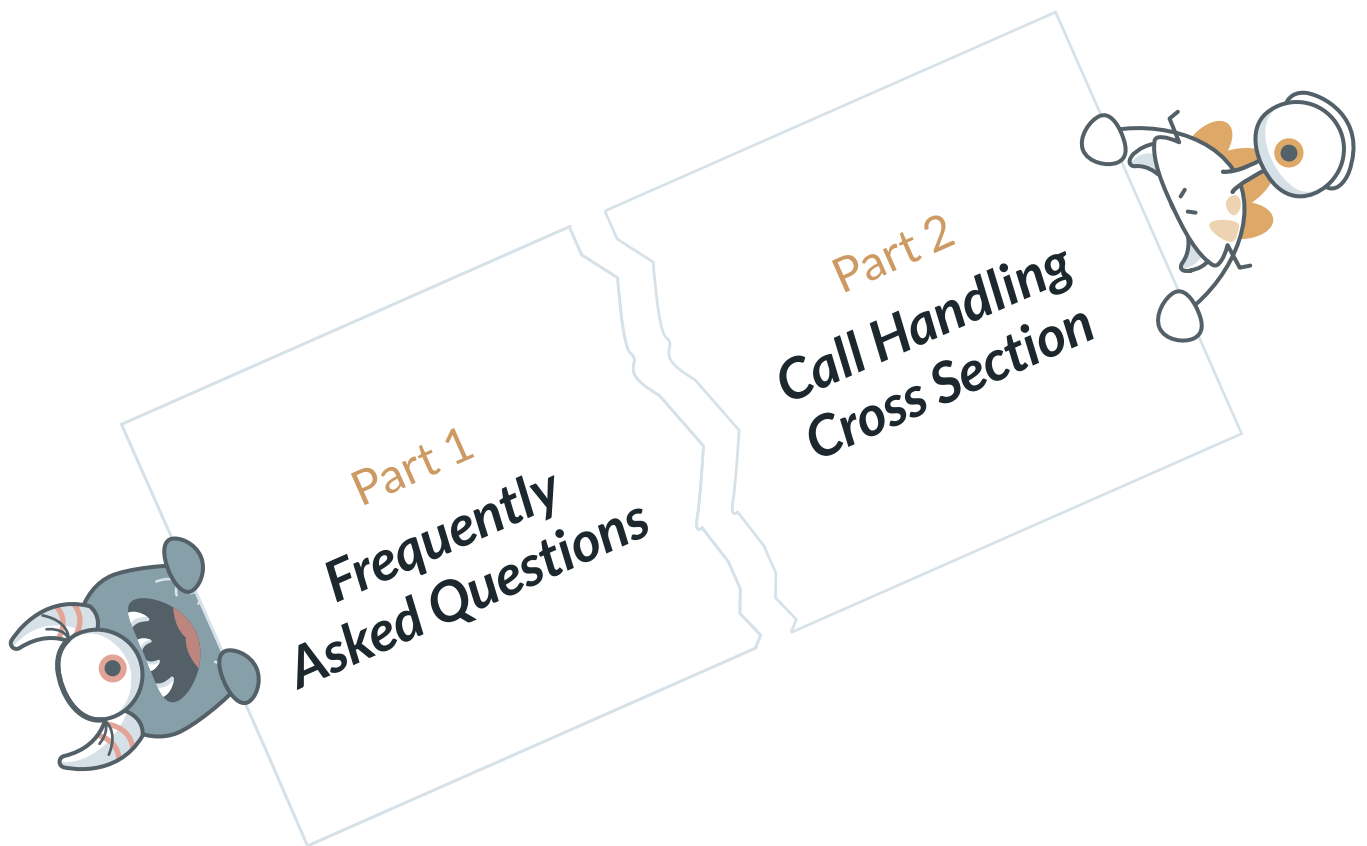
If you've never used a call center, or if you are using a service and want to do a side-by-side comparison, then this law office analysis of a few of our valued clients will point you in the right direction.



Start with **Programming Basics.**

Succinct, straightforward scripts are the key ingredient to a successful phone call. Whether you're using SAS as an answering service or virtual receptionist, guiding the operators by way of frequently asked questions or specific language to employ will ensure that calls flow smoothly for the customer and operator alike.

We've broken programming down into two parts.



Part 1: ***Frequently Asked Questions***

FAQs allow our receptionists to provide general knowledge via phone rather than take a message. The majority of accounts contain details such as location, business hours, phone number, and website. Additional questions are formatted with concise, uncomplicated language.

Here's how four of our law clients personalized their FAQs.



- What types of law do you practice?
- How many attorneys are in your firm?



- Do you handle criminal cases?
- What are the attorneys' names?

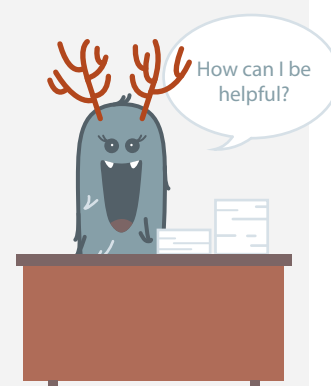


- What information do I have to provide in order to speak with someone?
- What is workers' compensation?



- Is the office closed for lunch?
- What are the attorneys' names?

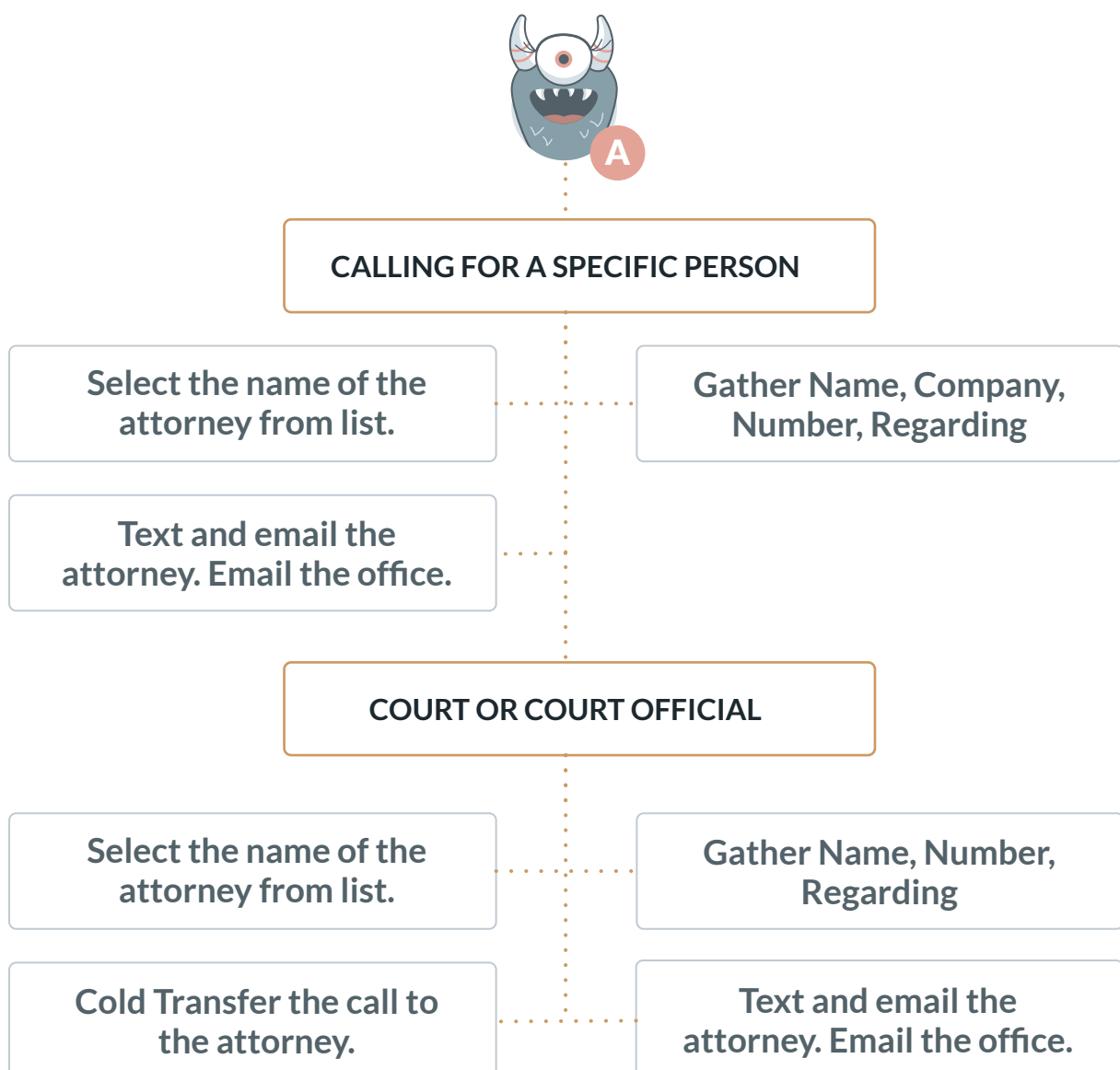
Free Consultations: When people are in need of legal assistance, pricing is almost always a concern. While cost will vary depending on the complexity of the case, it can be beneficial to include information in your FAQs about whether or not you provide free consultations.



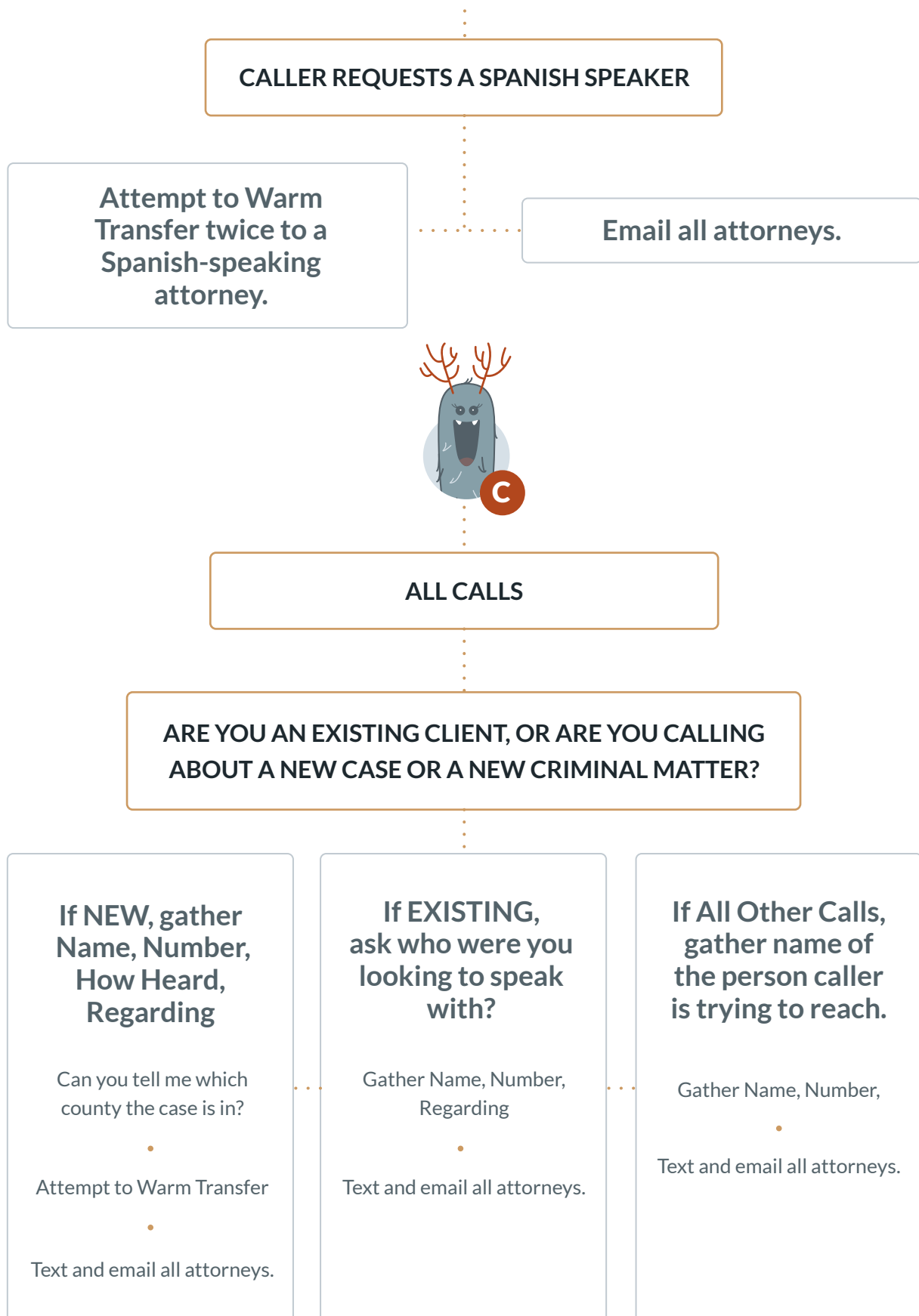
Part 2: ***Call Handling Cross Section***

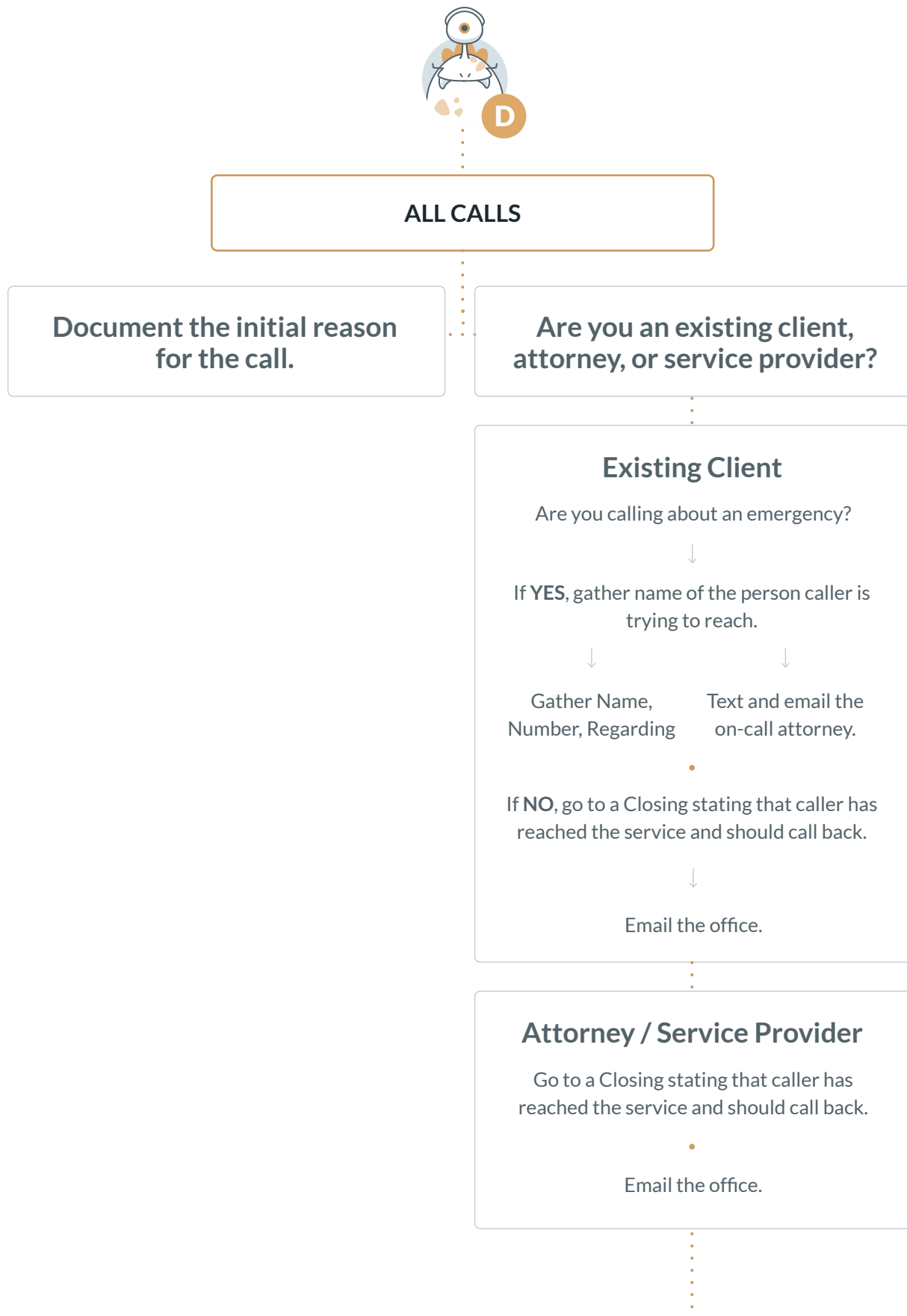
Call handling, or scripting, is what the operators use to interact with your customers. You might have different instructions based on the caller's question or issue, or maybe you want a basic message for all calls.

As you can see below, scripts run from simple lead capture to more involved scenarios.









⋮

New Client

Gather Name, Number, Regarding

•
Text and email the on-call attorney.

⋮

Other

Gather Name, Number, Regarding

•
Email the office.

The details above are just the tip of the iceberg. There are all kinds of things that you can add to your script, such as Patching Jail Calls or calls from Judges' Chambers, Reach On-Call for emergencies, Appointment Setting, and more!



Evaluating Statistics **by Call Type.**

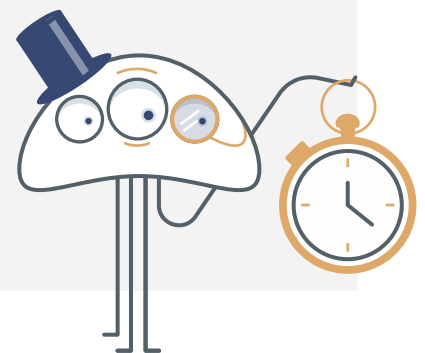
Depending on the type of law that you practice, inbound call statistics can vary. For example, criminal lawyers might see a boost when temperatures soar or during the winter holiday season while tax lawyers will be in full-swing from February through April.

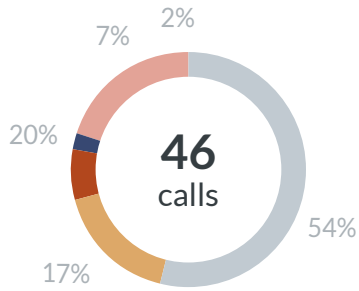
Understanding your call traffic helps SAS staff accordingly, and the data trend will give you a solid reference point for when you may need to step up your advertising to draw more clients.

You'll also have an indication of which months might cost you a bit more or a bit less so that you can plan ahead from a financial standpoint.

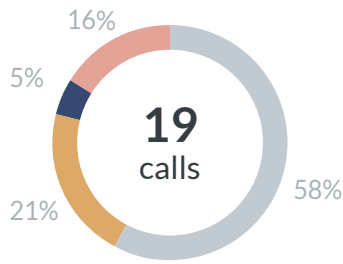
Check out the 2017 call volume breakdown for these four clients.

Whether you're looking for the total number of calls or calls segmented by type, we have you covered. Knowing peak hours will help you determine whether to use SAS 24 hours a day or just for after-hours or overflow support.

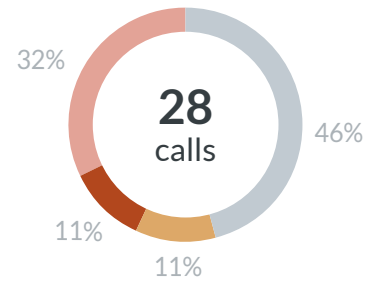




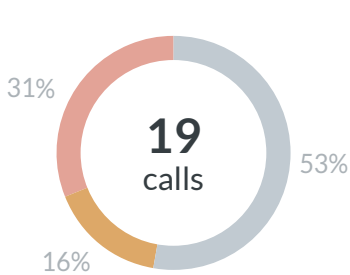
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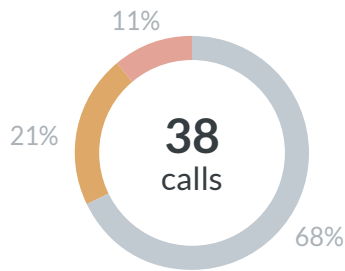
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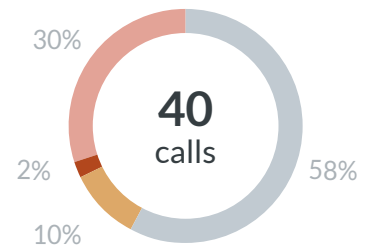
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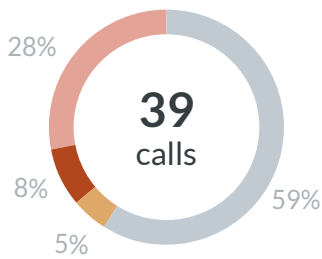
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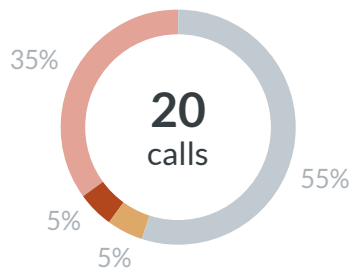
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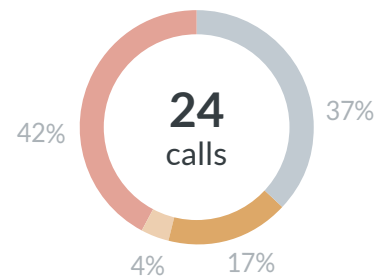
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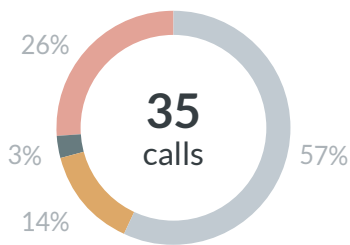
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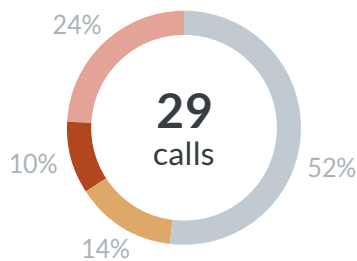
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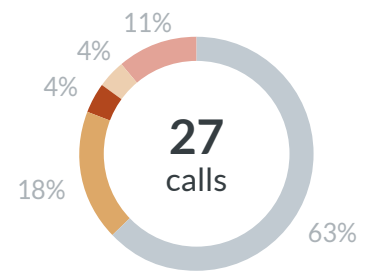
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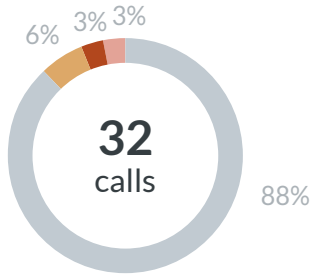
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LEGEND:

- Specific Person
- Other Calls

- Family Law
- Message Ticket

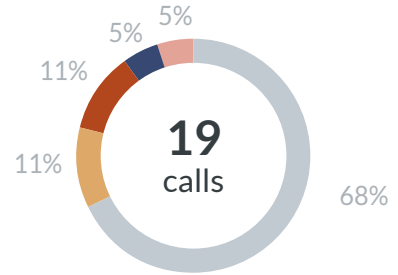
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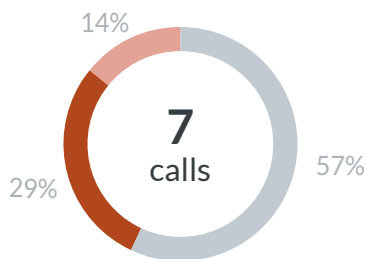
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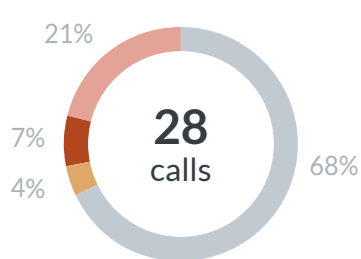
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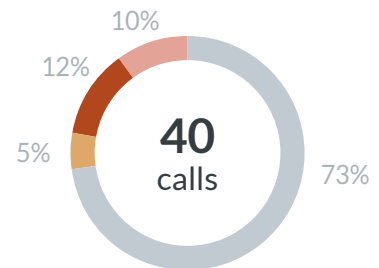
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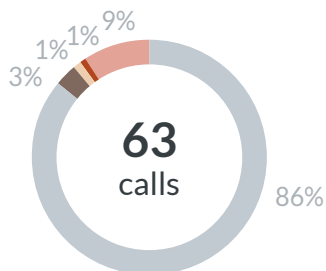
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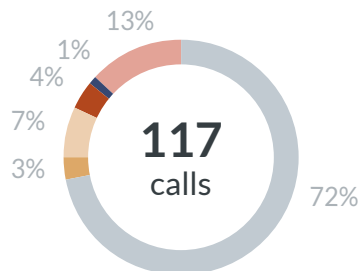
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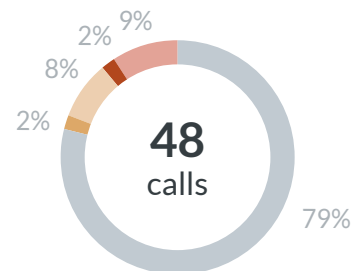
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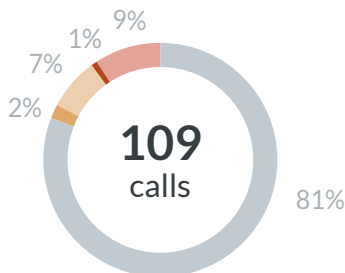
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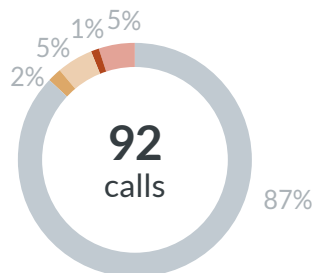
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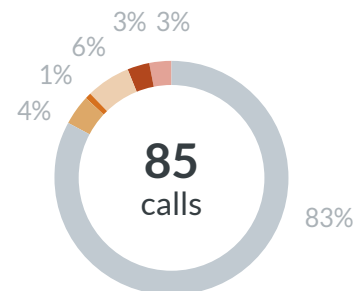
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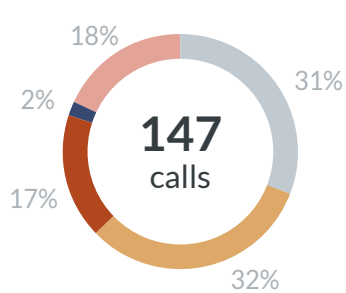
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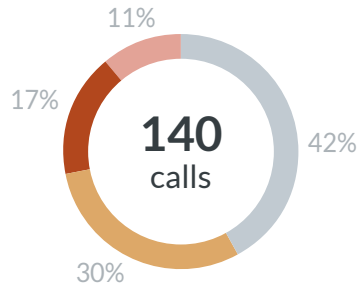
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LEGEND:

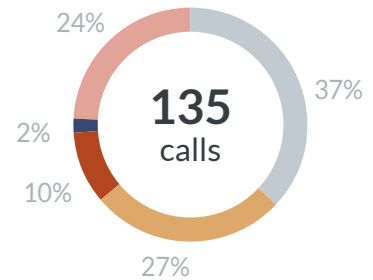
- Call Transferred
- Refused to Provide Info
- Info Only – Answered Question, Solicitor, Wrong Number
- Motor Vehicle Accidents
- Message Ticket
- Workers' Compensation
- Slip & Fall
- Other / Not Listed



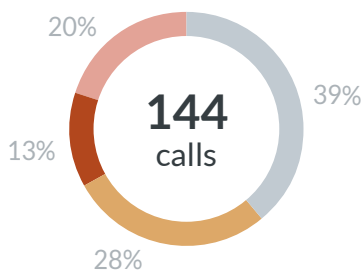
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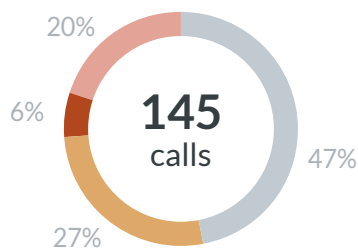
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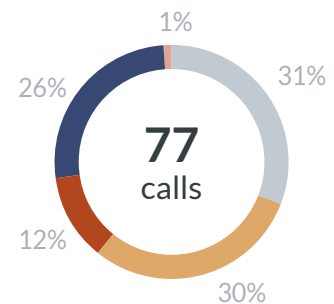
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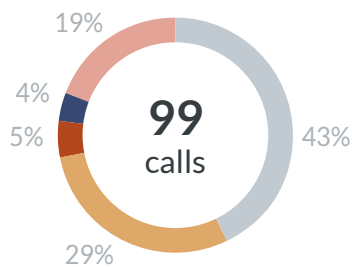
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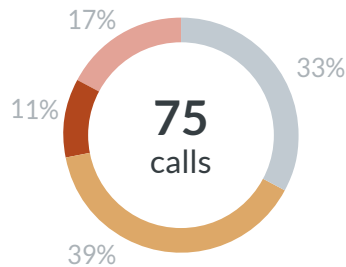
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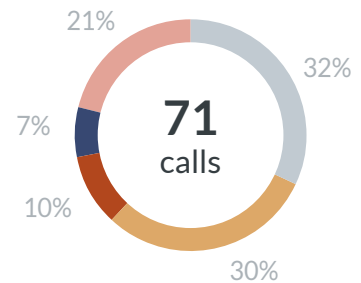
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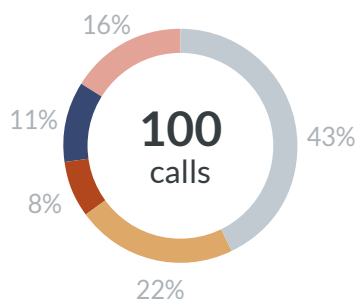
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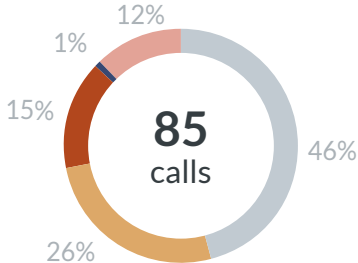
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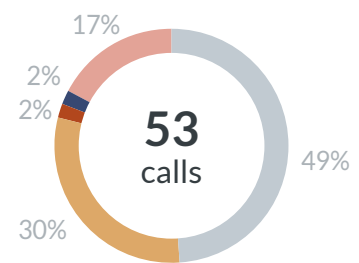
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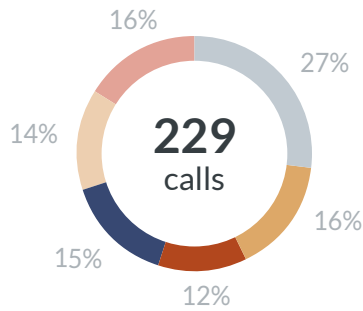
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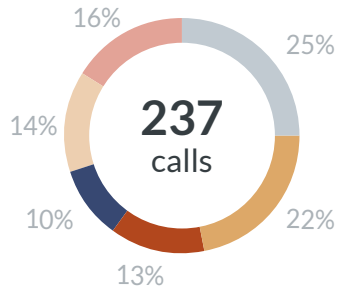
- New Client or New Case
- Existing Client

- General Message
- Message Ticket

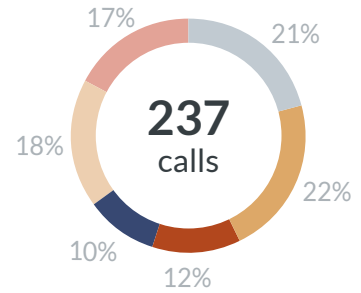
- Info Only – Answered Question, Solicitor, Wrong Number



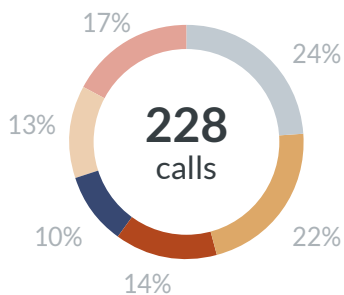
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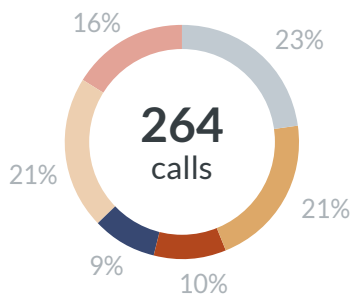
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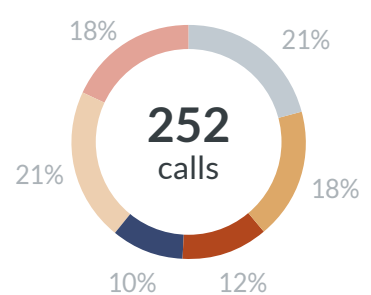
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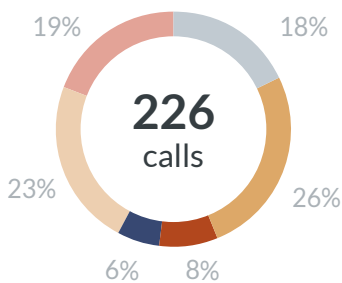
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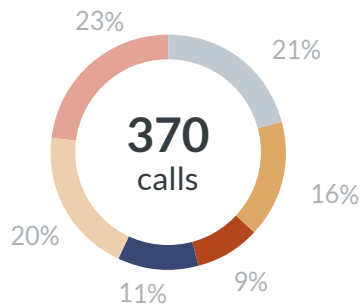
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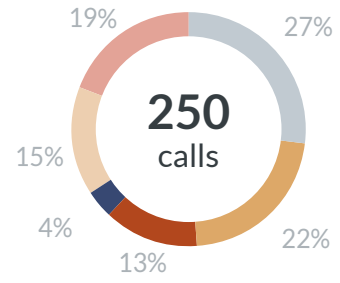
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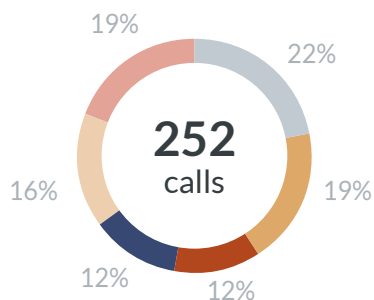
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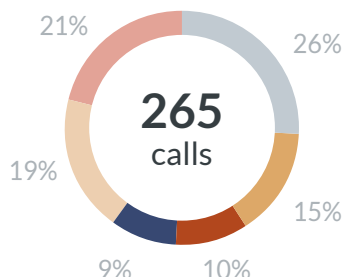
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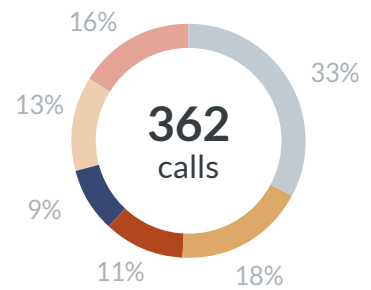
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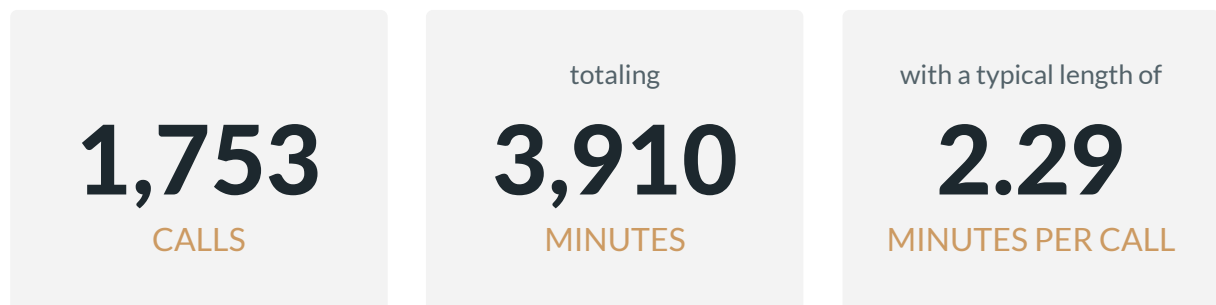
LEGEND:





- Existing Client - Not Urgent
- Attorney or Service Provider
- General Message
- Reach On-Call
- Refused to Provide Information
- Info Only - Answered Question, Solicitor, Wrong Number

Putting it All Together

Call Volume Statistics.

Taking an average of the data for all four law clients, in 2017, we answered approximately:



Client				
Answered calls	451	796	1,705	4,059
A total minutes	840.18	2,207.03	4,231.44	8,360.54
Average call length minutes	1.86	2.77	2.48	2.06

The Cost for **Amazing Service.**

At SAS, we strive to provide cost-effective service that is designed to improve your day-to-day operations and make your life easier.

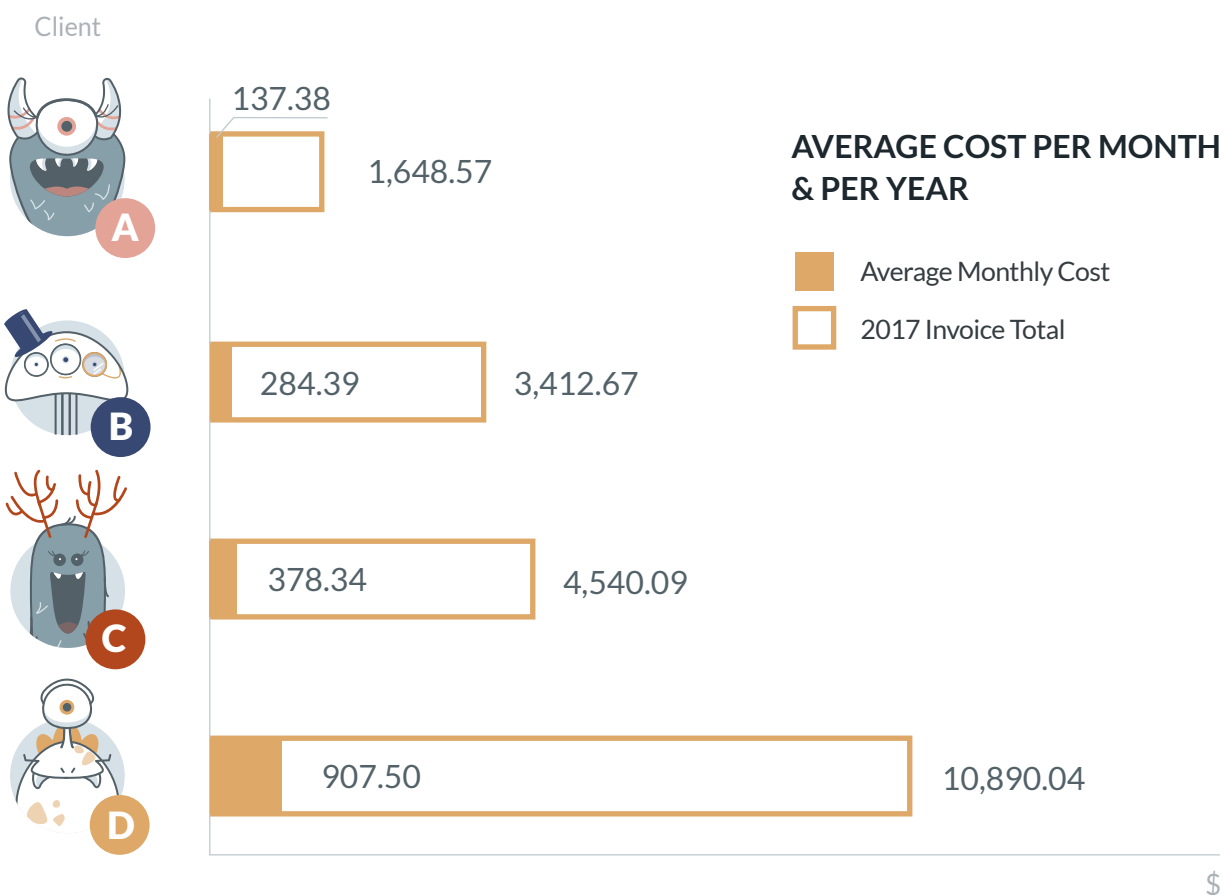
Based on our data, the average law office can expect to pay around:

\$427
PER MONTH

&

\$5,123
PER YEAR

Consider this. According to Glassdoor.com, the average salary for a full-time receptionist is around \$29,000. That's more than twice the annual invoice total for our busiest law office clients, and it doesn't take into account overhead costs such as insurance and equipment!

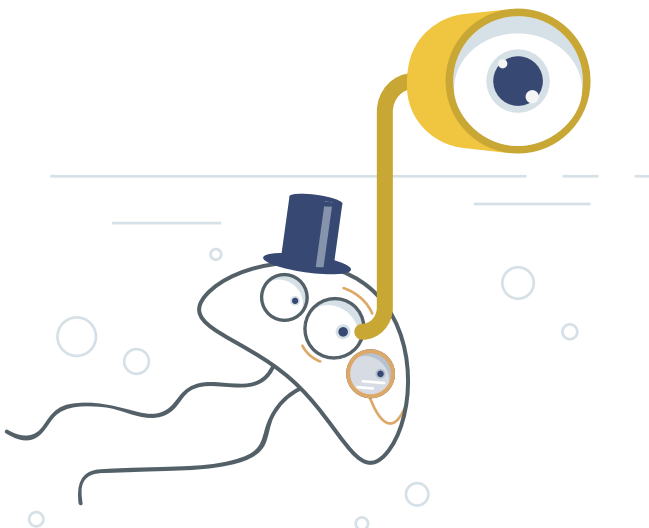


Gaining Perspective.

Ultimately, what are the benefits of using Specialty Answering Service over having an answering machine manage your missed calls? Reviewing the call and cost data as a whole, the answer is clear.

If you're looking for ways to justify cost, this generalization will do the trick:

- You receive 1,753 calls per year.
- As a result of your busy schedule, you miss 300 of these calls, or about 17%.
- Instead of leaving you a voicemail, callers just dial the next law office in the phone book.
- We'll guesstimate that 200 calls would have resulted in new business.
- According to Thumbtack, the average cost for an attorney is between \$200 and \$600 per hour. So, we'll go with \$200.
- The average cost of having SAS capture the missed calls might be somewhere around Client C's invoice total. We'll round it up to \$4,550.



Now, let's imagine two scenarios,
which don't account for revenue
from ongoing cases:



Billable time – 1 hour

- 200 appointments x \$200 =
\$40,000
- **\$40,000 - \$4,550 = \$35,450**



Billable time – 2 hours

- $\$200 \times 2 =$ **\$400**
- 200 appointments x \$400
= **\$80,000**
- **\$80,000 - \$4,550 = \$75,450**

Without SAS:

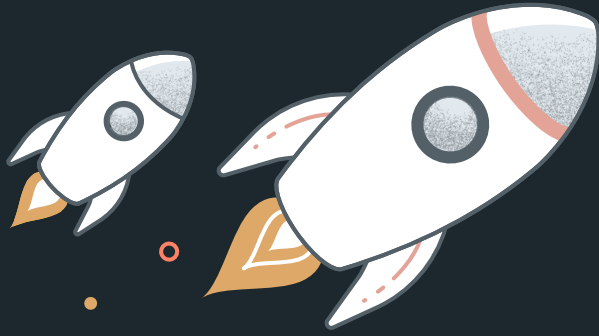
You lose **\$40,000** per year.

You lose **\$80,000** per year.

With SAS:

You gain back **\$35,450** of
the revenue that blew out the
window when your answering
machine picked up.

You'll have **\$75,450** net
revenue.



• Taking You **Farther, Faster.**

With Specialty Answering Service on your side, you will have the freedom to worry less about what you're missing and the time to focus on the billable hours that drive success.

Contact SAS today, and get ready to open the door to more business, happier clients, and a healthier bottom line!

