

CASE STUDY:

“Communication with clients is one of the most important, but often difficult aspects of running a law firm.” - Rick Davis



Practice Areas

Real Estate and
Construction Litigation

Case Management

Clio

KPI of Campaign

Engaged Clients
Positive Response
Quick Adoption
Easy to Use

Overview: “Cases move slowly, but clients want updates on a frequent basis – even when there is nothing to update. As such, I spend time on phone calls or responding to emails to simply state that we are still waiting for a response period to run or for action from the court. Furthermore, communication with clients is one of the most important, but often difficult aspects of running a law firm. This is especially true in today’s society where we have 24/7 access to banking and other services that used to be confined to business hours. Therefore, I was looking for a way to be available for my clients when they are thinking about their case and to allow them to be more involved in the handling of their case.

Case Status provides client’s with 24/7 access to their case status in a manner that is familiar as it looks similar to other apps, such as the Pizza Tracker used by Dominos and other companies. It also helps to keep clients advised of timelines, which is something that is difficult with emails and phone calls. This is because clients are busy and working on other things. Therefore, they just realize they haven’t talked to the attorney in a while and don’t remember that was because we are waiting for discovery responses or someother aspect of litigation.” - Rick Davis

Improved Client Experience resulting in happier clients

RESULTING IN

Quick

to update
clients

Postive

experience reported
by clients

Easy

to
implement

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