

CONVERSATIONAL INTAKE

How to Streamline your Legal Marketing with an AI Paralegal



AI-Powered Law Firms

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Lawyers in mass tort need effective lead generation for a well-oiled intake process and successful practice.

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The Role of Marketing and Intake in Mass Tort

The significance of marketing and intake processes in mass tort.

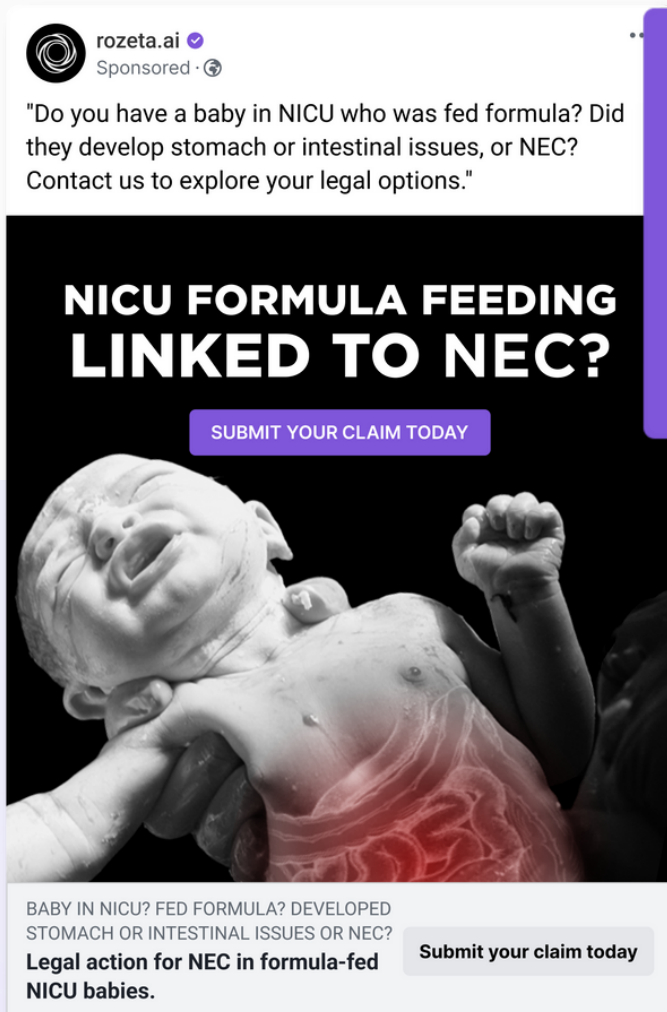
As a mass tort lawyer, a significant portion of your focus is likely on your case acquisition pipeline. You may constantly ask yourself questions such as "How much pipeline did we generate this month?" or "Do we have the pipeline-to-case coverage ratio we need to hit our targets?" Generating a consistent flow of qualified leads for your firm can be a challenging task, which is why the legal industry has seen a rise in digital lead generation and advertising spending.

The significance of lead generation and intake cannot be overstated in building a successful mass tort practice. Having a well-functioning intake process in place is critical to ensure that eligible plaintiffs are properly screened and potential clients are guided smoothly through the legal process.

Current Lead Generation playbook

There are several ways that a law firm can generate leads and intake for mass tort practice. Some firms choose to handle lead generation and intake in-house, while others outsource these tasks to specialized companies.

Whether lead generation and intake are handled in-house or outsourced, the importance of a streamlined and efficient process for transferring leads to the intake team cannot be overstated.



rozeta.ai 
Sponsored 

"Do you have a baby in NICU who was fed formula? Did they develop stomach or intestinal issues, or NEC? Contact us to explore your legal options."

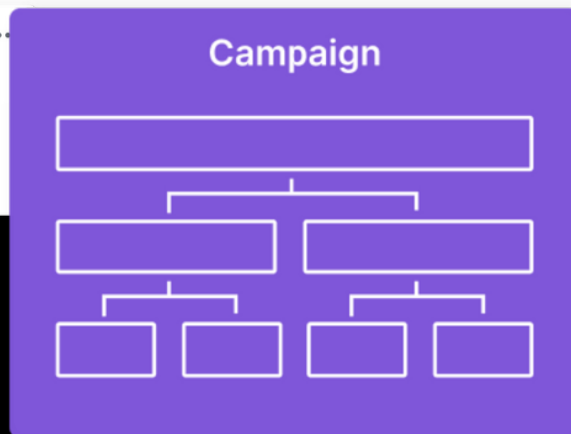
NICU FORMULA FEEDING LINKED TO NEC?

[SUBMIT YOUR CLAIM TODAY](#)



BABY IN NICU? FED FORMULA? DEVELOPED STOMACH OR INTESTINAL ISSUES OR NEC?
Legal action for NEC in formula-fed NICU babies.

[Submit your claim today](#)



Once you have created all the visuals, written the copies, and invested a significant amount of money in launching your campaigns, the ultimate objective is to persuade the prospect to click on the ad and redirect them to your marketing website or landing page. This is where they can explore further information about the case.

Problems with current Marketing and Intake Process

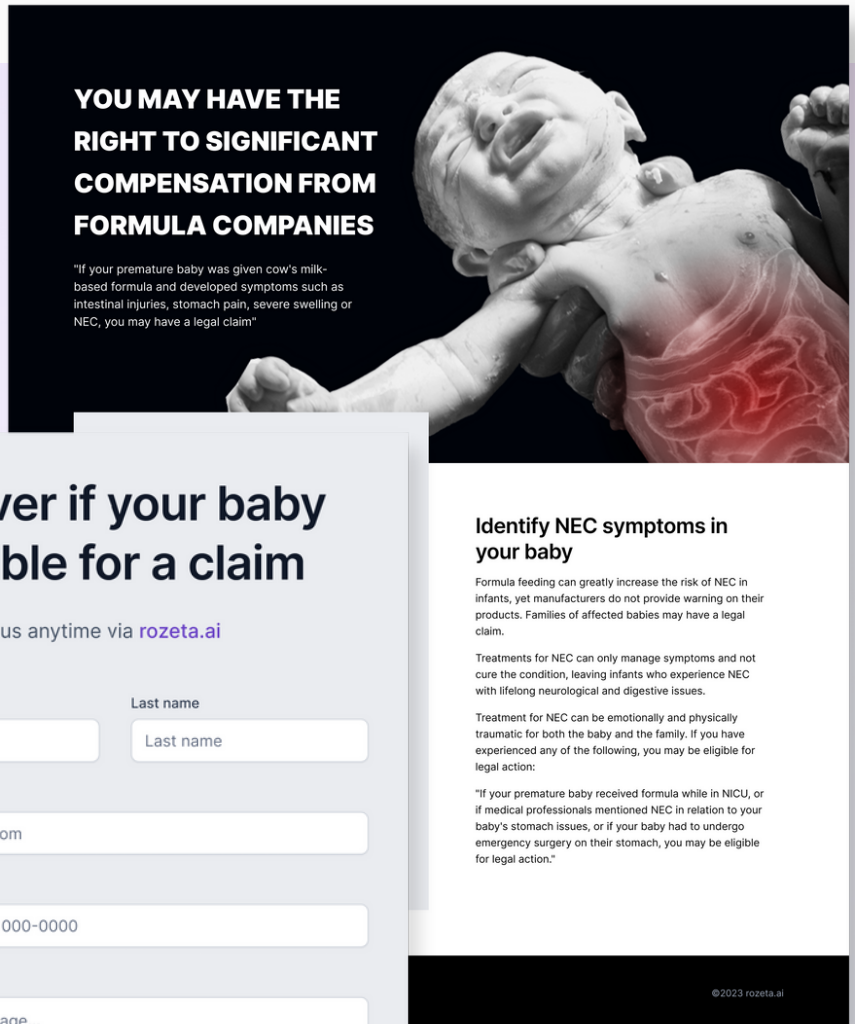
After a prospect lands on your website, you'll likely provide them with plenty of introductory information about the case to build their interest and guide them through the initial stage of the funnel.

However, there are already some issues.

Some of the qualified leads that are targeted by your advertising may not be interested in filling out your forms, resulting in a potential loss of these leads. Research indicates that just 5% of qualified visitors from your ad campaigns will complete a lead capture form.

5%

will ever
fill out a
lead
capture
form.



**YOU MAY HAVE THE
RIGHT TO SIGNIFICANT
COMPENSATION FROM
FORMULA COMPANIES**

"If your premature baby was given cow's milk-based formula and developed symptoms such as intestinal injuries, stomach pain, severe swelling or NEC, you may have a legal claim"

Identify NEC symptoms in your baby

Formula feeding can greatly increase the risk of NEC in infants, yet manufacturers do not provide warning on their products. Families of affected babies may have a legal claim.

Treatments for NEC can only manage symptoms and not cure the condition, leaving infants who experience NEC with lifelong neurological and digestive issues.

Treatment for NEC can be emotionally and physically traumatic for both the baby and the family. If you have experienced any of the following, you may be eligible for legal action:

"If your premature baby received formula while in NICU, or if medical professionals mentioned NEC in relation to your baby's stomach issues, or if your baby had to undergo emergency surgery on their stomach, you may be eligible for legal action."

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Discover if your baby is eligible for a claim

You can reach us anytime via rozeta.ai

First name Last name

Email

Phone number

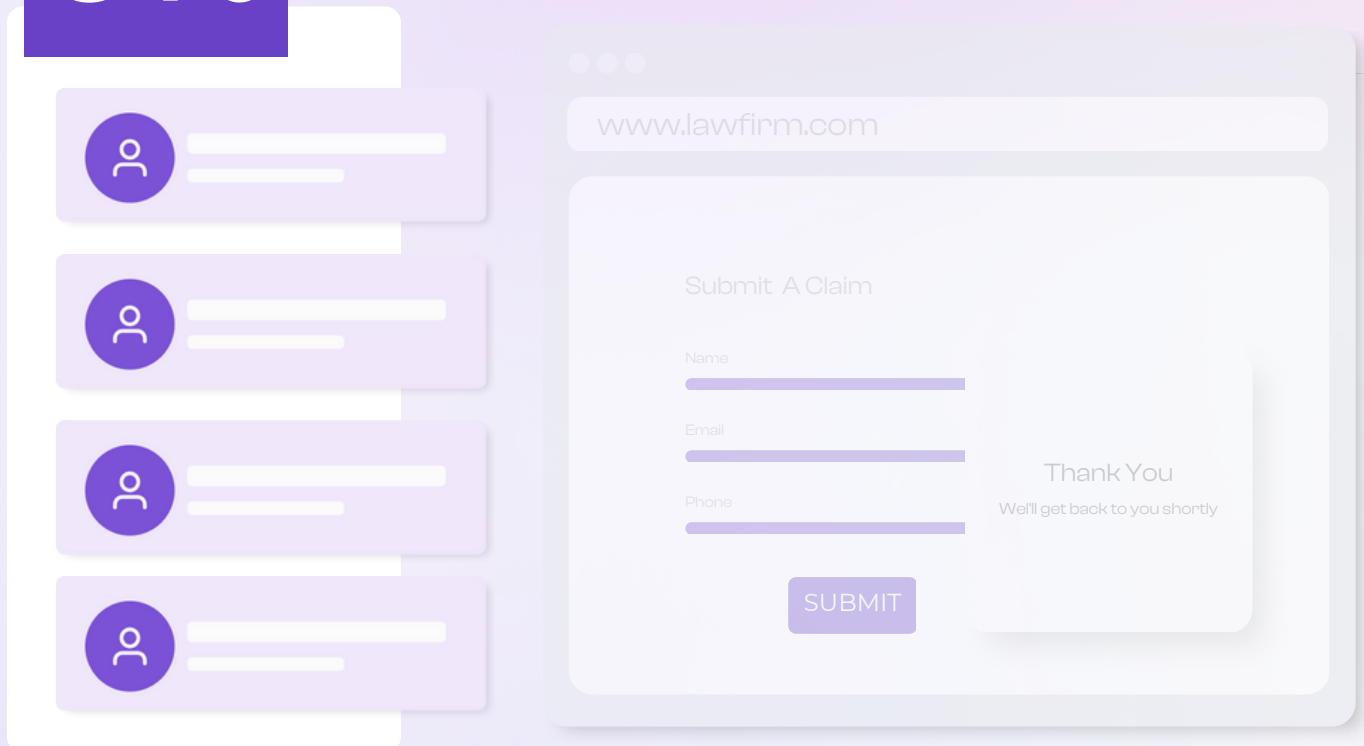
Message

Next

Furthermore, among those who actually complete the form, the process typically ends with a generic message such as "Thank you, we will be in touch shortly."

Wait a minute, we will be in touch

5% shortly?



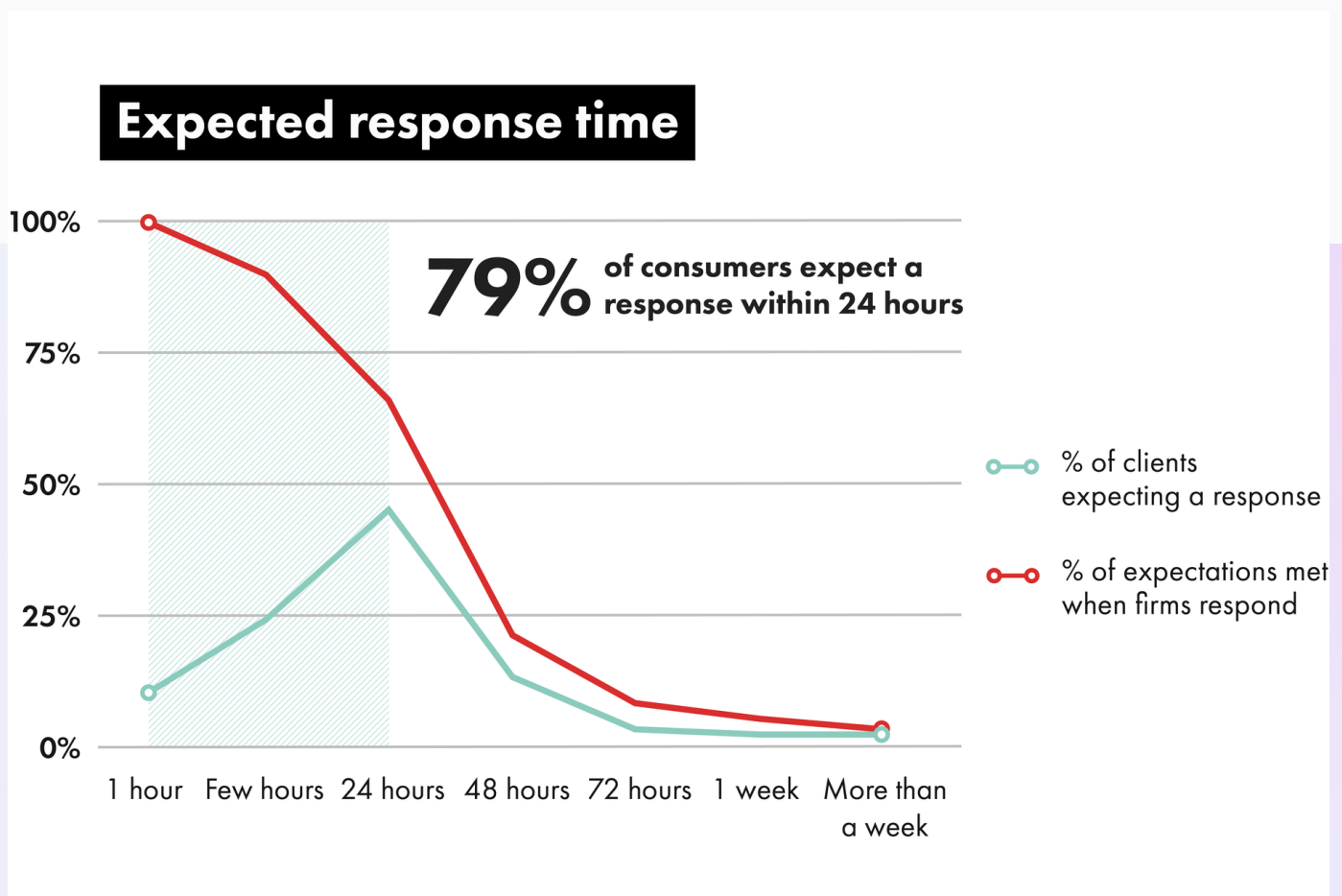
In the real world, companies don't treat buyers the way these campaigns often treat prospects. For instance, imagine going to a car dealership with the intention of buying a brand new car.

But instead of being greeted by friendly salespeople who are eager to help you explore the options, you are stopped by a security guard who asks you to fill out a form and says, "Thank you, we will contact you soon." This approach is shocking and not very effective, yet it's what most campaigns have been doing to their prospects for years.

Slow Lead Response

After the form, how fast does the Intake team respond?

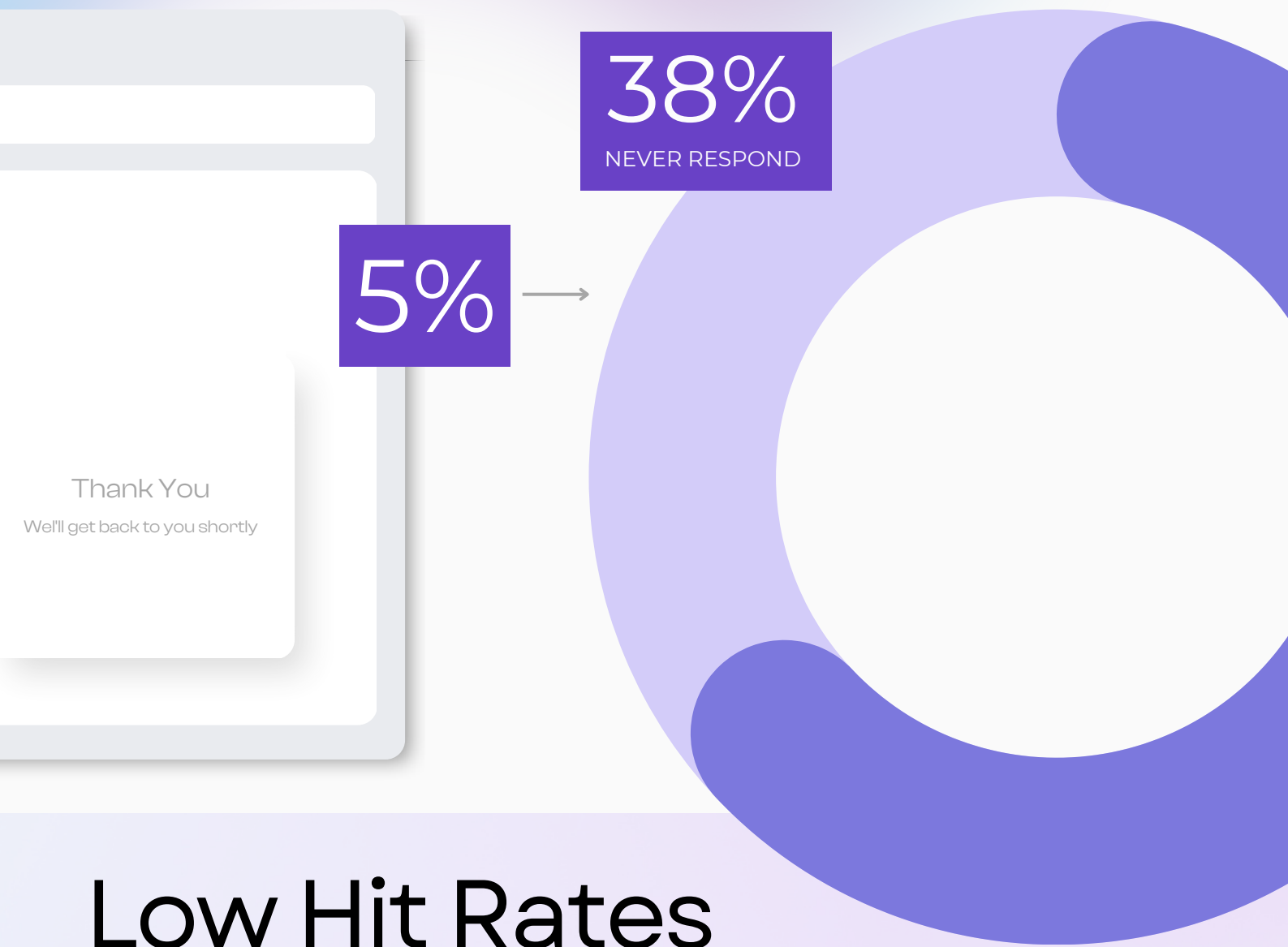
Research in the *2019 Legal Trends Report* says that 79% of clients expect a response within 24 hours—and CLIO’s data showed most law firms fall far below these expectations.



Source: CLIO 2019 Legal Trends Report

64% contacted a law firm that never responded.

That year, Clio put lawyers to the test, sending “mystery shop” emails and phone calls from hypothetical clients to measure response times. Shockingly, 60% of law firms didn’t respond to their emails and only 56% answered their phone.



Low Hit Rates

Once a lead submits a form and leaves your website, more than one-third of them will disappear without any further communication. The intake team will have to make numerous attempts to reach out to these leads through emails and phone calls just to secure a single meeting.

According to a study by Vorsight, it can take between 60 to 90 dial attempts just to book one appointment. Another report by TOPO, a sales and marketing research firm, shows that less than 24% of sales emails are opened. This means that even if you do manage to get in touch with a lead, it can take an average of 4.3 days of back-and-forth emails and voicemails just to schedule the first meeting.

Lawyers actually drive clients away

According to the 2019 Legal Trends Report, research shows that a significant number of potential clients are not hiring law firms due to lack of response. In a survey conducted by Clio, 64% of clients reported reaching out to a law firm but never receiving a response, either by phone or email. For firms seeking to attract new clients, failing to respond promptly to inquiries can result in lost business opportunities.

Breaking down the marketing and legal intake playbook makes one thing crystal clear: The current process is slow and inefficient, and it's leaving the pipeline on the table.

When there is a slow response time, everyone is affected.

Your marketers lose money as they invest in highly targeted clicks that often don't result in form completions (leads).

Potential leads lose because when they were ready to engage with your intake team, no one was available to talk to them.

Your intake team loses as they spend several days trying to follow up with leads, and over a third of those leads never respond.

Additionally, the law firm loses because it misses out on potential claimants who were interested in their services but never received a response or a timely one. This can have a significant impact on the firm's revenue and overall success

Speed to Lead
is Paramount

Law firms should respond within 24 hours

How quickly do potential clients expect firms to respond when leaving a phone message or email? 10% expect a response within an hour, 24% within a few hours, and 45% within 24 hours. In other words, responding beyond 24 hours means missing the expectations of 79% of those who reach out. Only 5% of clients said they would expect a response beyond 72 hours.

Given that clients are likely to reach out to more than one firm when experiencing a legal problem, being the first to respond will help make a better impression.

The Five Minute Rule:

Speed to lead improves conversions

According to a study by Professor Olroyd from the Massachusetts Institute of Technology (MIT), the speed at which you connect with new leads significantly affects your chances of conversion. In fact, the research found that the odds of having a conversation with a lead are 100 times greater when you make contact within the first 5 minutes, as opposed to waiting 30 minutes after the lead was submitted. Moreover, the probability of converting them into a sales opportunity is 20 times higher when contacted within 5 minutes instead of 30 minutes after the lead was submitted.

100x

MORE LIKELY TO CONNECT

21x

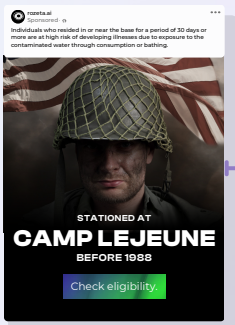
MORE LIKELY TO CONVERT

AI-Paralegal

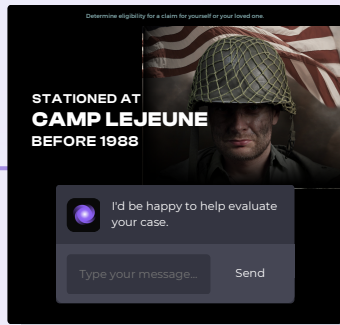
AI Conversational Intake

Are you looking for ways to increase your lead response time? While a five-minute response time is a good goal, what about zero-minute response time? That's where AI Conversational Intake comes in. This next-generation marketing technology, developed by rozeta.ai, allows you to have real-time conversations with your qualified claimants over chat directly on your website minimizing slow lead response time and avoiding low hit rates.

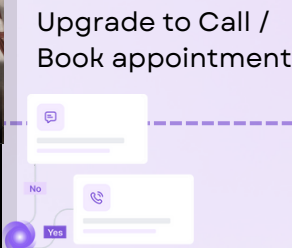
Rozeta.AI the AI Paralegal is ready to Engage at all times
Time to discovery = < 1 Minute



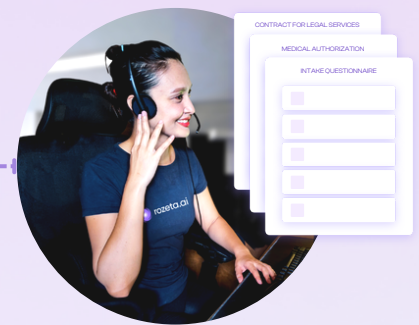
Ads



Funnel Visit with AI



Upgrade to Call / Book appointment

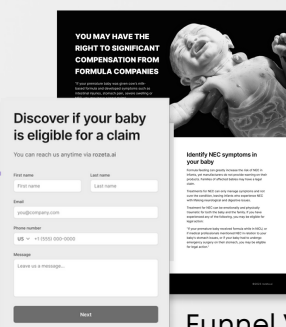


Intake Discovery

Form completes go through standard inbound sales process
Time to discovery = 4.3 days + 38% ghost rate



Ads



Funnel Visit

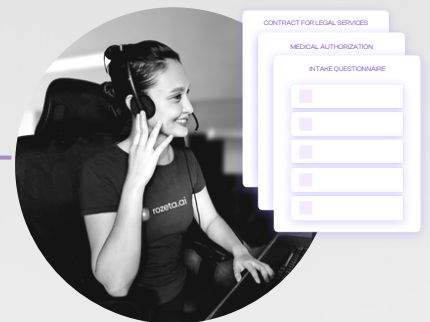
Leave Site



5 Contact Attempts



Marketing Automation



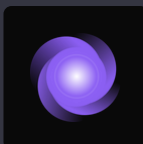
Intake Discovery

Fine Tune your Custom AI-Paralegal

AI Conversational Intake offers a unique opportunity for your law firm to revolutionize how you engage with potential claimants, improving pipeline and revenue metrics. With the Qualified platform, you can integrate AI on your website that directly connects to your intake team, making lead response instantaneous and growing your pipeline instantly.

Determine eligibility for a claim for yourself or your loved one.

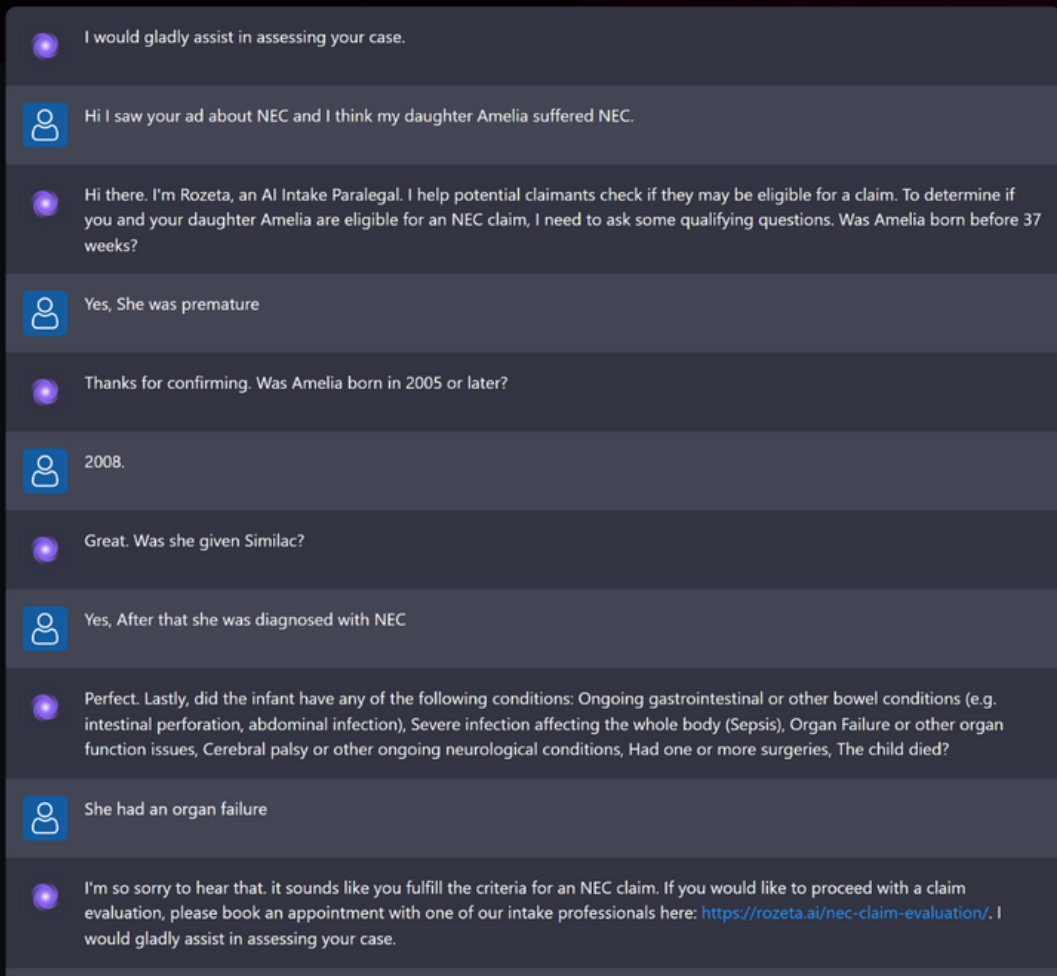
**STATIONED AT
CAMP LEJEUNE
BEFORE 1988**



I'd be happy to help evaluate your case.

Type your message...

Send



AI paralegal use cases in legal marketing and intake

There are several ways in which an AI paralegal can be used in legal marketing and intake. For example, an AI-powered chatbot can be used on your law firm's website to answer basic questions from potential clients, such as "What kind of cases do you handle?" or "What are your fees?" This can help potential clients get the information they need quickly and easily, without having to wait for a human paralegal to respond.

Additionally, an AI paralegal can be used to screen potential clients, ensuring that they meet certain criteria before being passed on to a human paralegal. This can save time and resources, as your team can focus on the most promising leads.

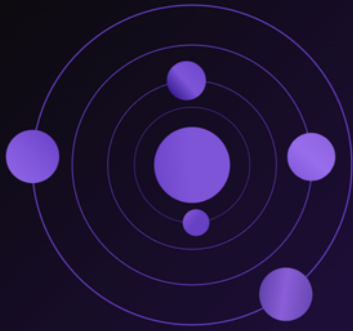
Conclusion

In summary, having an efficient and streamlined process for lead generation and intake is crucial for a successful mass tort practice. The current slow and inefficient process is leaving potential business on the table, and lawyers need to respond within 24 hours, ideally within the first five minutes, to improve conversions and leave a better impression on clients. Artificial intelligence paralegal can automate tasks, improve the speed and efficiency of responding to clients, and streamline the legal marketing and intake process, making it faster and more efficient.

Moreover, AI paralegal can improve the speed to lead by offering real-time engagement with potential clients and ensuring that intake teams respond within the expected 24-hour window. This can improve the overall experience for potential clients and increase the likelihood of converting leads into cases. Ultimately, AI paralegal can be a game-changer for lead generation and intake in mass tort practice, generating more qualified leads, reducing the workload on intake teams, and increasing the conversion rate of leads into cases.



Mass Tort Marketing and Legal Intake Backed by AI



Capture

Utilizing performance marketing to generate leads



Engage

Conversational Intake Using AI to engage leads efficiently and in real-time.



Retain

Intake specialists guide leads through the intake process.

Case Flow

Case Flow is our AI-powered Case Acquisition Model

Case Flow's AI Conversational Intake is a state-of-the-art AI technology that bridges the gap between mass tort marketing and legal intake.

Its fundamental idea is straightforward – we generate leads and use our AI to engage potential plaintiffs, answer all top-of-the-funnel queries, and seamlessly book appointments with our intake nurses, all in real-time conversations rather than having them fill out forms.



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