Tim Bedford

PARTNER SALES MANAGER

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Agenda.

The quest for growth.

Client expectations.

Attorney bandwidth.

Focus areas.

Meet Ruby.

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The quest for growth.

What prevents attorneys from growing their firms?

The majority of attorneys agree that increasing revenue and expanding their client base are the two most challenging factors to growth.

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What clients want.

A positive client experience.

TIMELINESS
82% of clients agree that timeliness is important to them.

RESPONSE
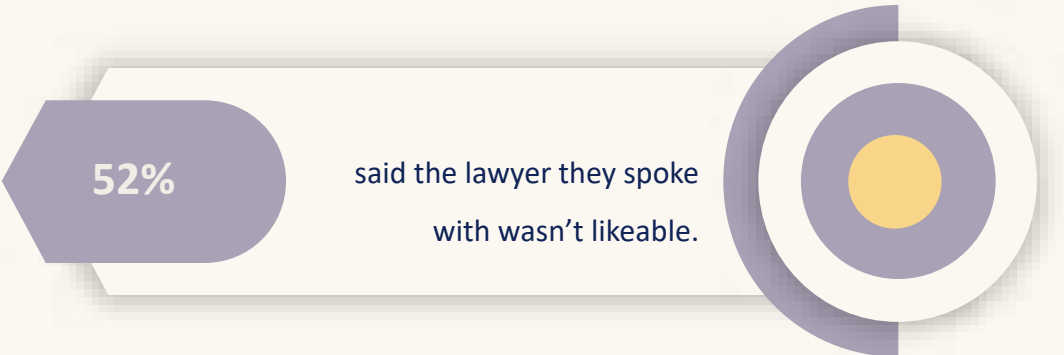81% want a response to each question they ask.

UNDERSTANDING
80% say it's important to have a clear understanding of how to proceed.

COST
76% also want to get a clear sense of how much their legal issue could cost.

PROCESS
74% want to know what the full process will look like for their case.
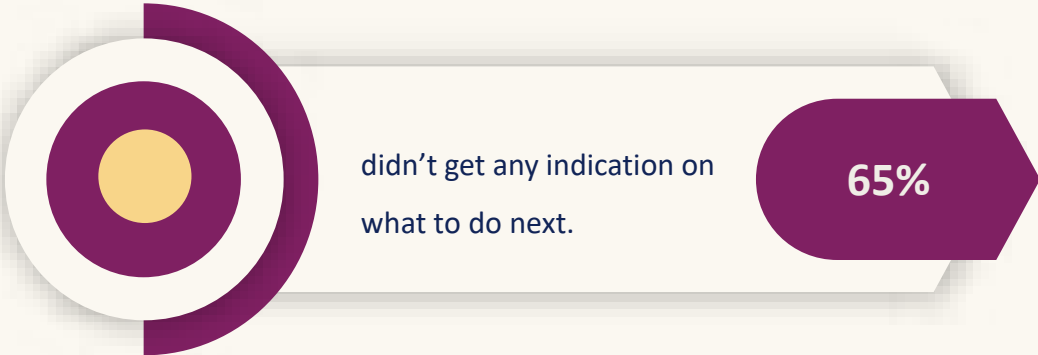
FRIENDLINESS
The friendliness and likability of an attorney's tone is important to 64% of those surveyed.

What clients get.

65%

didn't get any indication on what to do next.

62%

didn't understand the process of their case.

61%

didn't get enough information they understand.

52%

said the lawyer they spoke with wasn't likeable.

Clio Legal Trends Report, 2019.

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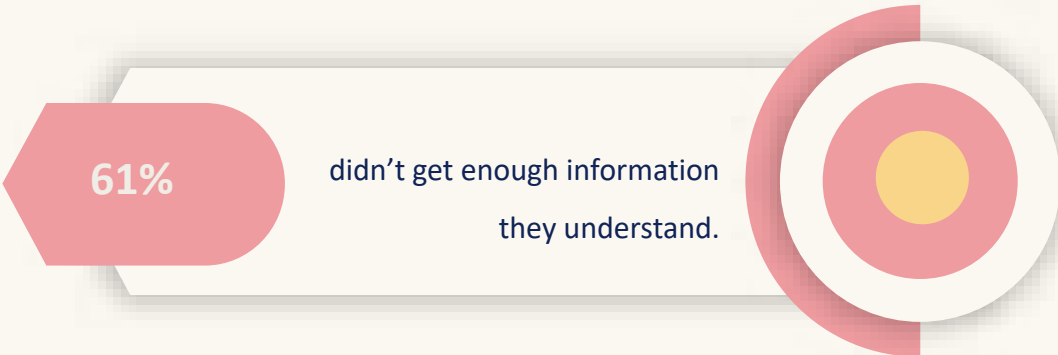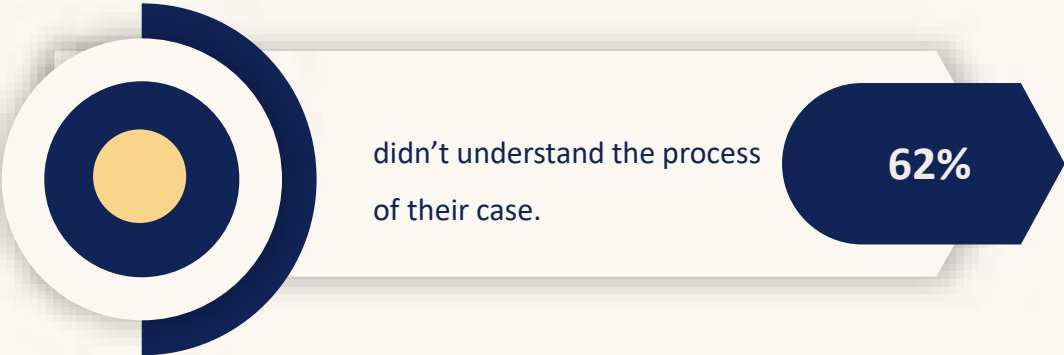
What attorneys can give.

Doing more with less.

76% of lawyers feel overworked, and nearly as many report working beyond their regular business hours.

AND YET…

In 2019, lawyers across the United States averaged only 2.5 billable hours per day.

Clio Legal Trends Report, 2019.

Billable hours and your bottom line.

baseline billable hours
2.5 hours — based on a baseline income of $164,450

+1 billable hour
3.5 hours — $230,230

+2 billable hours
4.5 hours — $296,010

+3 billable hours
5.5 hours — $361,790

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Clio 2019 billable hour index.

Where do the missing hours go?

- ✔ ADMINISTRATIVE TASKS

- ✔ MARKETING

- ✔ BUSINESS DEVELOPMENT

25% of legal professionals are interrupted more than ten times per day, and 30% are interrupted between six and ten times per day. Getting back to work after being interrupted by another task takes an average of 23 minutes.

Clio Legal Trends Report, 2019.

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Focus area:

IMPROVE EFFICIENCY

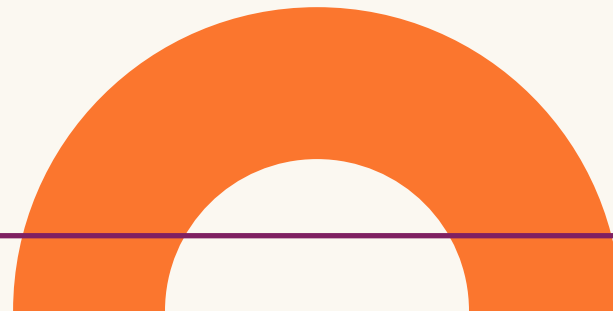# Delegate and reduce interruptions.

- **Outsource phone calls**
- **Invest in a CRM**
- **Use headcount wisely**

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"Practice management software has been a huge timesaver for me and my staff. From intake through to the end, it has been a tremendous benefit so everyone knows exactly where a lead is at any given time."

-Maria Shinn, Shinn Law Firm

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Focus area:

CONVERT CLIENTS

Respond quickly.

THE STATS

- 45% of clients expect a response within 24 hours

- 24% expect it within just a few hours

- 10% within one hour

- If it takes you 24 hours to respond, you've failed to meet the expectations of 64% of clients

THE CONTEXT

"People call you after they've had an accident and there are a million personal injury lawyers out there. If you don't answer the phone of give them a sense that you're going to return their call very quickly, they're going to move on to the plethora of attorneys competing for your business."

–Neil Tyra, The Tyra Law Firm

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Respond well.

Client-centric firms have a clear competitive advantage,

as **42%** of clients say that if they like the first lawyer they

speak with, they won't seek out any others.

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Respond with kindness.

- 64% of legal clients make decisions based on the friendliness of a lawyer's tone

- 52% have decided not to hire because an attorney wasn't likeable

"Most people don't see attorneys under happy circumstances...In your personal life, you're either planning for your death, or someone has died, or you're getting divorced, or someone was hit by a car... having some compassion helps attorneys bring things down to the level of their clients."

–Somita Basu, Norton Basu LLP

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Focus area:

RETAIN CLIENTS

56% of Ruby customers say that more than half of their business comes from referrals.

63% say that their reputation is the number one reason that clients choose to work with them.

Increasing your client retention rate by just 5% can increase your profits by 25 - 95%

Keep clients happy with personalized, responsive, empathetic service.

Your reputation proceeds you.

Bringing it all together.

- Free up your time so you can focus on billable hours and apply your expertise where it belongs

- Meet basic client expectations by returning their calls promptly.

- Lead with empathy to expand your client base.

- Continue building relationships with existing clients by providing consistently exceptional experiences.

- Watch your practice grow!

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Meet Ruby:

WORKING SMARTER HAS A NAME

National average:

2.5 billable hours a day.

46% of Ruby's customers:

3-5 billable hours a day.

44% of Ruby's customers:

5+ billable hours a day.

Why Ruby?

Ruby has had a direct, tangible impact on our customers' bottom line.

In addition to adding more time for billable hours, 58% of Ruby customers are able to respond to clients within three hours and nearly all respond the same day. 45% of Ruby customers say that new calls result in new clients at least 50% of the time, and 53% of customers say our receptionists provide the greatest ROI for their company.

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Live, friendly, virtual receptionists

- 100% live answering

- Call handling tailored to your business

- A Ruby-hosted business number

- Outbound calling

- Real-time updates and notifications

- A live, friendly voice for evening & weekend callers

Professional live chat specialists

- Highly-trained, US based professionals

- 24/7/365 availability

- Customized, branded chat box

- Transcripts from all actionable chats

- Live call connect

- Convert website leads into prospects!

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Testimonials.
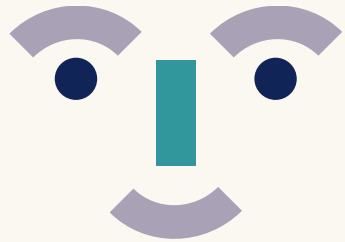
Eric Johnson, Utah Family Law

"Ruby delivers exactly what they promise, every time. It is crystal clear they take their job seriously and make it their mission to do it very well. They easily, without question, get my highest recommendation."

Diane Haar, Hawaii Disability Legal Services

"Ruby has truly been key to converting potentials into clients, growing my practice — while freeing me to be a lawyer and giving me peace of mind at an affordable price."

John Chang, Patinelli and Chang

"As a small business owner, having Ruby answer my calls live has been the best thing for my business. They are dedicated to your clients having the best experience possible."
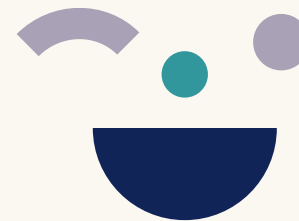
Dean Alterman, Alterman Law

"Ruby removes at least 2 or 3 interruptions in my day. That, by itself, is worth what I pay for Ruby."

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Connect with Ruby.

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$175 OFF YOUR FIRST MONTH!

Sign up for Ruby before **June 30th,** 2020 with
promo code **DCBARLUNCH** for $175 off your
first three months of service!

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Q & A

Thank you.

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