



A higher bar:

MEETING CLIENT EXPECTATIONS POST-2020

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PARTNER DEVELOPMENT MANAGER



Agenda.

The quest for growth.

Client expectations.

Attorney bandwidth.

Focus areas.

Meet Ruby.

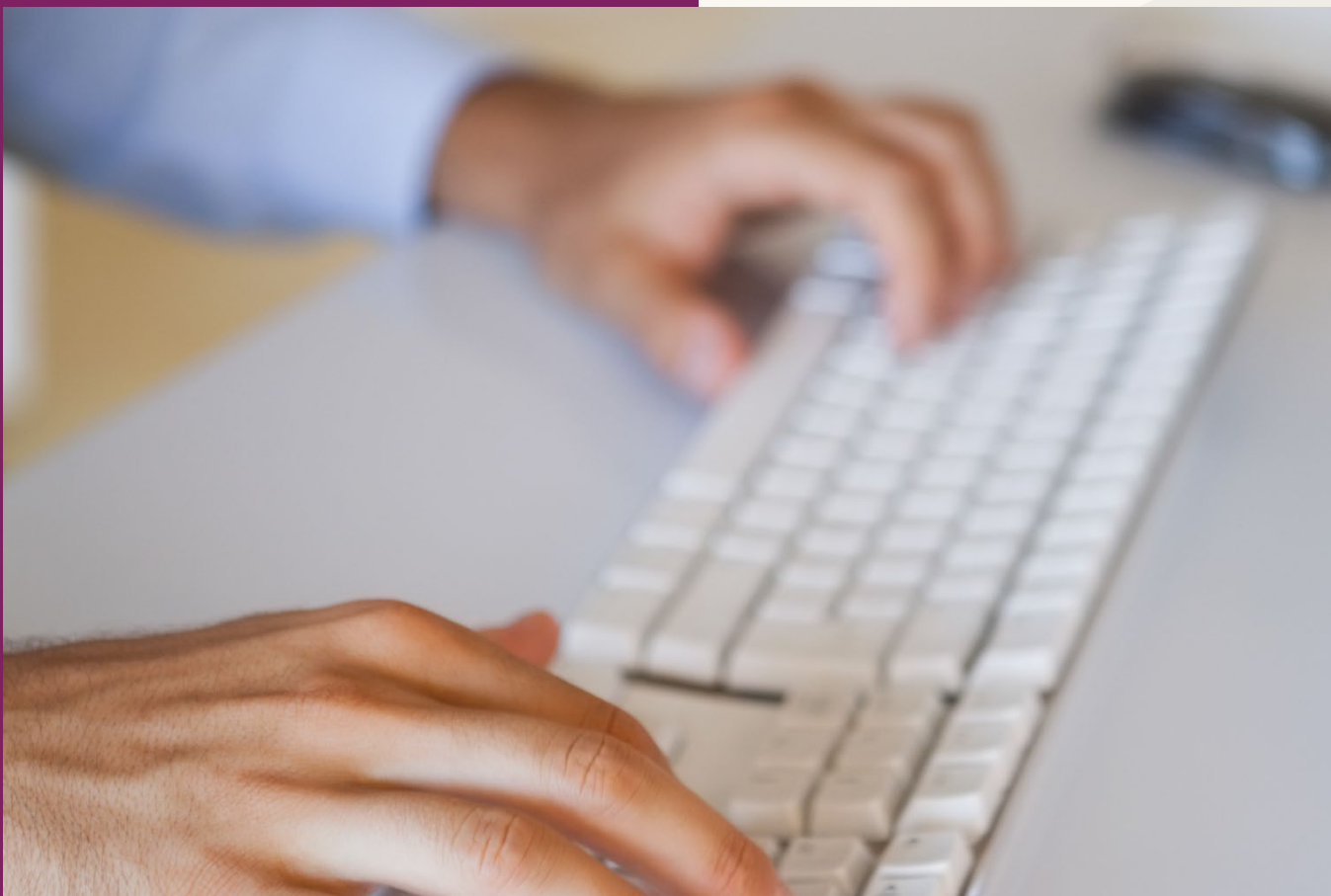
**The quest for
growth.**





What prevents attorneys from growing their firms?

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



The shift to digital.

- Online payments
- Client portal adoption
- Digital client intake



16%

MORE REVENUE

By firms using electronic payments in 2020

\$23,587

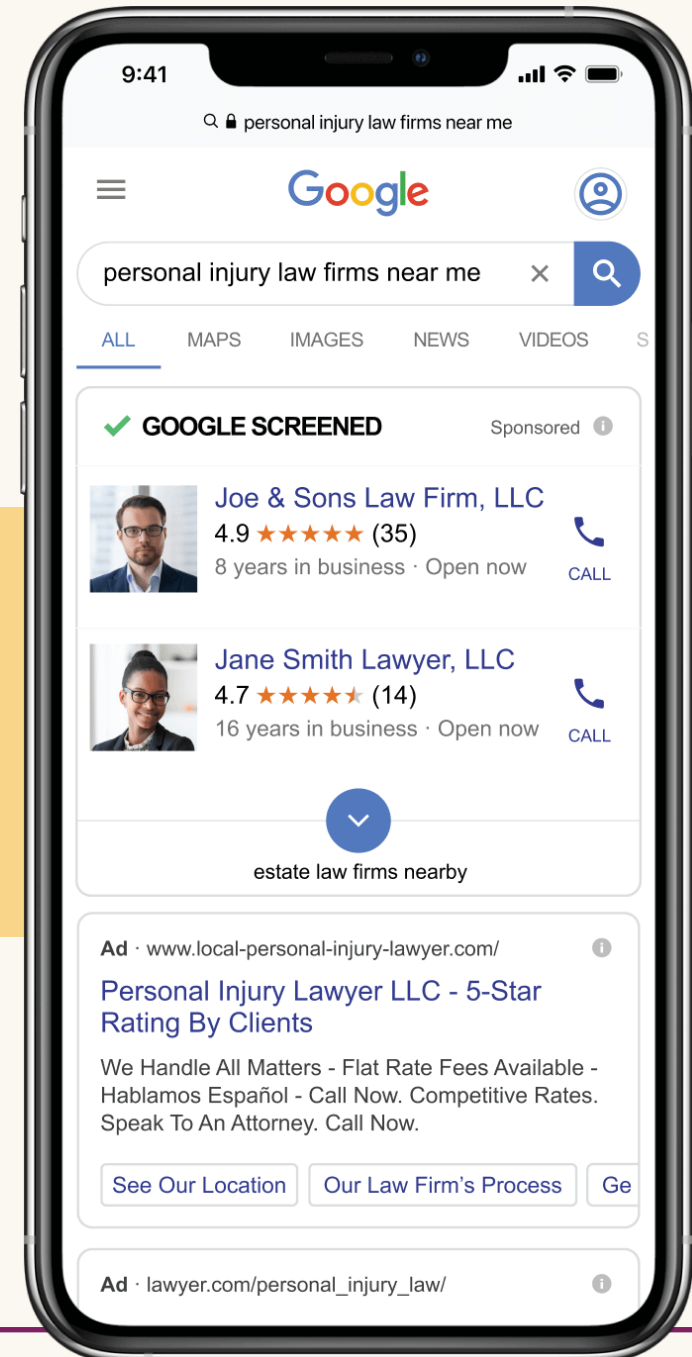
MORE REVENUE

B firms using online client portals in 2020



Google changes the rules.

The Page Experience algorithm update measures how users perceive the experience of interacting with a web page. **Bottom line, your website experience, and how easily a potential client can contact you now factors into your search ranking.**



**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

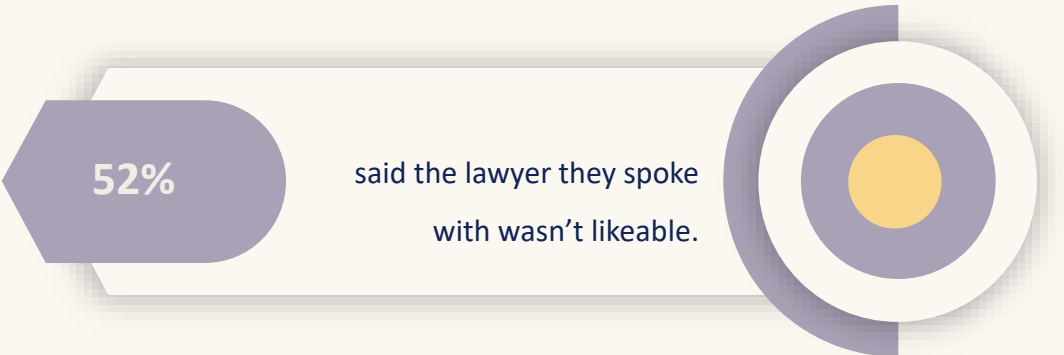
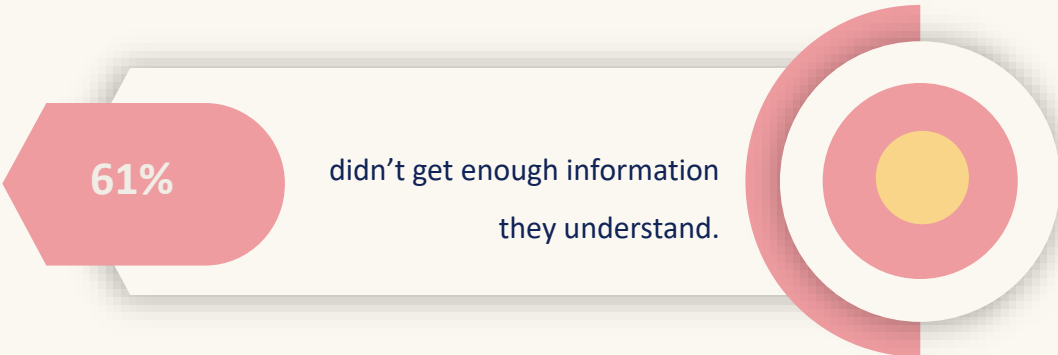
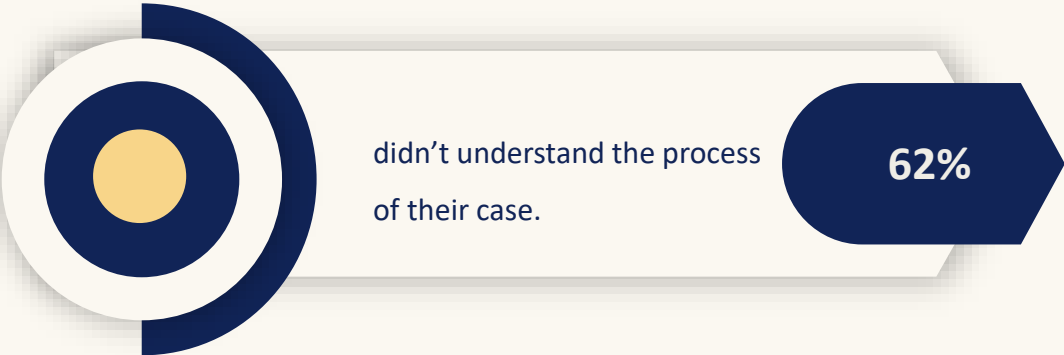
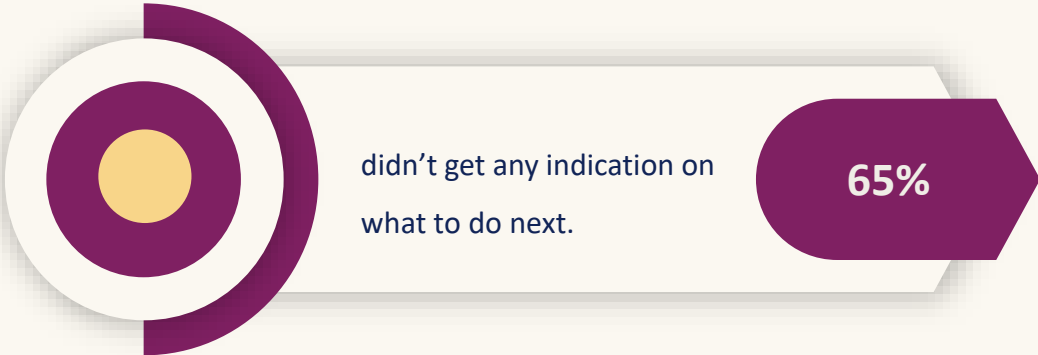
74% want to know what the full process will look like for their case.



FRIENDLINESS

The friendliness and likability of an attorney's tone is important to 64% of those surveyed.

What clients get.



**What
attorneys can
give.**



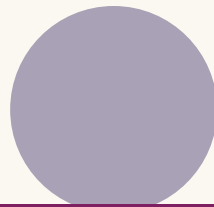


Doing more with less.

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.



Billable hours and your bottom line.



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.



Focus area:

EFFICIENCY






Invest in cloud-based technology.

- Practice management software
- Electronic signing & payments
- Virtual meetings





 “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



Delegate and reduce interruptions.

- Outsource phone calls
- Use headcount wisely



Focus area:

CONVERT CLIENTS



Meet clients where they're at.



PAYMENT PLANS



TRANSPARENT PRICING



ALTERNATIVE BILLING STRUCTURES



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 or 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

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.





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

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.

Your reputation proceeds you.



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



Keep clients happy with personalized, responsive, empathetic service.



Bringing it all together.

- Invest in technology that enable you and your clients to manage work online.
- 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!

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.

A woman with a yellow headband, wearing a grey cardigan over a white shirt and black pants, is sitting in a red wheelchair. She is smiling broadly. The background is a light pink wall with some decorative colored dots. The right side of the image is a dark purple gradient containing text and a list.

Live, friendly, virtual receptionists

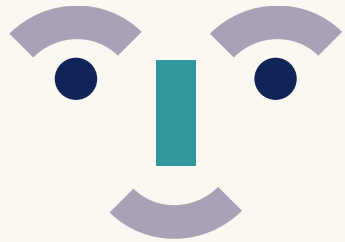
- 100% live answering, 24/7/365
- Call handling tailored to your business
- A Ruby-hosted business number
- Outbound calling
- Real-time updates and notifications

A man with short brown hair, glasses, and a mustache is smiling. He is wearing a light pink button-down shirt and a yellow bow tie with black diagonal stripes. The background is a soft pink color with three small decorative icons of three colored dots (orange, pink, orange) scattered around. On the right side, there is a large purple curved shape containing text and a list.

Professional live chat specialists

- Highly-trained, US based professionals
- Customized, branded chat box
- Transcripts from all actionable chats
- Live call connect
- Convert website leads into prospects!

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."



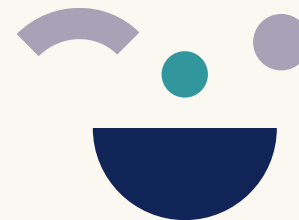
Diane Haar, Hawaii Disability Legal Services

"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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Q & A

Thank you.