

**Collaborative Growth Strategy for Maryland Law Firm**

**CASE STUDY:**

Industry: Personal Injury

Maryland Law Firm

**800-211-4563**

**www.alertcommunications.com**

**Results**

**Solutions**

Staffing challenges

Inability to maximize lead capture

Lack of expertise in intake handling

Need for compassionate client interactions

Lack of detailed reporting

Need for ongoing quality improvement

**Problems**



**Overview**

A leading law firm in the Baltimore area partnered with Alert in 2022 to bolster staffing and maximize legal intake capture and conversion. The firm faced staffing challenges due to the COVID-19 pandemic, affecting their ability to maximize lead capture from advertising. Alert Communications provided a comprehensive strategy with 24/7/365 live agent intake and mass tort services, integrated with the firm's legal CRM platform.

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Availability &

Bilingual Support

**2 Years**

**24/7**

Maximizing Revenue

Intake Case Types

**40+**

Avg. Qualified Leads Per Month

**540+**

Provided 24/7/365 live agent intake services

Integrated intake services with existing CRM

Deployed trained legal experts for intake processes

Ensured warm and compassionate interactions

Delivered detailed reporting and analytics

Implemented rigorous call evaluations