

How a law firm is handling more cases and increasing client satisfaction with Avochato.

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For wh Law, a leading law firm in Arkansas, client satisfaction is a top priority as the firm continuously scales. In order for a law firm to convert a lead into a client, a great first impression and a level of trust needs to be quickly established to stay competitive. wh Law knew they needed to be able to separate themselves from their competitors and realized SMS was the quickest and most immediate way to connect with a potential client.

According to their CEO Brandon Haubert, “a lack of communication between firm and client is the biggest pain point for many law firms. We knew that if we wanted to really set ourselves apart, opening up a line of communication through texting was the way to do it. The thing about calls is that you can't automate them, and emails can't compete with how immediate a text message is. We tried chatbots, but our prospects were turned off. Avochato provides a more human experience that folks really love. With texting, we can automate many different processes we currently have in place, enabling us to quickly engage with a potential client.”

Looking to increase their close rate, wh Law sought a solution that was easy to use, yet robust enough to integrate with their current systems and their system of record, Salesforce. A platform that would keep up with the firm's exponential growth was key. “The availability of the standalone product with a Salesforce integration was a big factor in us deciding to partner with Avochato. When comparing it to the competition, Avochato was simply cleaner and easier to use. The ease of use is huge for us considering we are hiring like crazy right now. All our staff members are going to be using Avochato!”

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Brandon Haubert, CEO, wh Law

In wh Law's first year of using Avochato, they saw a 40x return on investment, leading to six figures of new added revenue. The ROI was driven by quicker and more efficient client intake thanks to Avochato's personalized automations and ease of use for staff. Features such as keywords, campaigns, and Zapier integrations are some of the favorites of wh Law. Heading into the new year, the firm hopes to sustain revenue growth and continue keeping clients happy with the help of Avochato.

The challenge

Offering best-in-class client communication to increase satisfaction.

The solution

An easy to use SMS platform that allows the firm to automate existing processes to engage with clients faster.

Robust integration to Salesforce, their existing system of record.

The impact

40x return on investment.

Six figures of new added revenue.