GirikSMS

CASE STUDY

Enhancing Client Acquisition for Law Firms with GirikSMS



Introduction

Today's highly competitive legal market compels law firms to utilise technology in order to effectively interact with customers and optimise processes. Sending text messages has become the main reason why law firms have been able to attract and connect with clients better. In this case study, we analyse how GirikSMS assisted a **legal business** in enhancing its outreach initiatives while overcoming client engagement challenges.

Challenges

Low Engagement Rates: The law firm experienced low open rates for emails and had difficulty getting timely responses from clients. Most clients were busy and preferred not to communicate via traditional methods.

Inefficient Communication: The reliance on emails led to delays in communication and potential misunderstandings, which affected client satisfaction. Additionally, administrative tasks like appointment reminders consumed significant staff time.

Difficulty in Tracking Communication: It was difficult to keep track of customer contacts, which might have resulted in lost chances to follow up with leads and other compliance concerns.

Client Overview

With growing competition and difficulty retaining clients, the client—a mid-sized legal practice that specialises in family law—was having trouble staying in business. Relying mostly on emails and phone conversations, the firm's old-fashioned method of customer contact made it difficult to notify clients of critical updates, appointment reminders, and case progress.

Solutions Suggested by GirikSMS

GirikSMS offered a comprehensive **text messaging** platform tailored for the legal industry.

Here's how the solution addressed the client's challenges:

1. **Automated Reminders:** GirikSMS automated appointment reminders and important updates, ensuring clients received timely notifications via text. This significantly reduced the workload on staff, allowing them to focus on case management.

2. **Two-Way Communication:** The platform facilitated two-way texting, allowing clients to communicate directly with the firm using a dedicated business number. This personal touch enhanced client engagement and satisfaction.
3. **Centralised Communication:** With all text messages recorded and stored within the **GirikSMS platform**, the law firm could easily track all interactions for compliance and auditing purposes.
4. **Segmentation and Personalization:** The firm used GirikSMS to segment its client list and send personalised messages based on client history and preferences, fostering stronger relationships.

Conclusion:

The integration of GirikSMS transformed the law firm's approach to client communication. The use of text messaging increased client engagement and satisfaction as well as productivity for the firm as a whole. It shows that GirikSMS harbours such advancements that can help law firms come out of their hardship and prosper in the industry. To discover how GirikSMS can benefit your legal practice, **book a demo today**.

Results

After implementing GirikSMS, the law firm saw remarkable improvements:

1. **Increased Client Engagement:** The open rate for text messages exceeded 98%, significantly higher than emails. Clients appreciated the convenience of receiving updates via text and responding at their own convenience.
2. **Enhanced Productivity:** The attorneys in the law firm managed to spend additional time focusing on legal issues because there was a 30% reduction in time spent dealing with administrative matters due to the automating of usual communication tasks.
3. **Improved Client Satisfaction:** Clients complimented the company on its responsiveness and communication clarity. Higher referral and retention rates were the result of this.