



The Situation: The Folder-Binder System

When someone contacts Callahan Law looking for help, the firm's Operations Manager, Chris J. Kaneshiro, uses an intake sheet to gather qualifying information. He then passes that sheet onto the attorney, who adds more information after an initial consultation with the potential client. That sheet of paper is then passed back for Chris to follow up on next steps.

"As you can imagine, there was a tremendous amount of paperwork coming across my desk. I had different folders for different types of clients, all stored in large binders," he explains. "It was an incredibly cumbersome process, which made it difficult to accurately track how we were really doing with our lead conversion."

Chris' background is in the mortgage industry. "In my previous role," he says, "we used solutions to automate our lead management process, but I couldn't find anything comparable for law firms. FileMaker didn't work, and something like an Excel spreadsheet can't handle what we need. I also didn't want to spend money on enterprise-level software or implement something that couldn't be customized to meet our requirements."

"Avvo Ignite Suite is the lead management system I've been waiting for – I don't see how I can do without it now."

Case Study: Callahan Law



Linda M Callahan
Criminal Defense Attorney, Seattle

About Callahan Law

Callahan Law receives on average eight potential clients each day; the majority of which find the firm on the web. This steady volume of online leads is a result of the firm's robust Internet marketing strategy. Having eliminated print marketing entirely, Callahan Law focuses its time and money on managing its 30 websites across different cities, counties and specific legal subjects. Each website offers unique multimedia content for the specific audiences.



The Solution

Chris needed an online system that would give him complete control to automate and centralize the firm's leads. A longtime Avvo Advertiser, Callahan Law was invited to join the **Avvo Ignite Suite** Beta Program.

"From the beginning I realized this is a great tool," Chris says. "Avvo Ignite is the lead management system I've been waiting for – I don't see how I can do without it now."

Avvo Ignite Suite is a marketing platform designed specifically for attorneys. It gives lawyers the tools to generate and close more new clients, and know which marketing efforts are truly delivering results.

Before, Chris would ask people where they heard about the firm, and very often he couldn't get a clear or reliable answer. When he was strapped for time he didn't ask at all. Now with Avvo Ignite Suite tracking its online marketing sources, Chris knows where all the firm's leads are coming from, and as they get assigned, he has complete visibility into the status progression.

"Avvo Ignite Suite gives me control I never felt I had before," he says. "With a click of a button I can assign new leads to the attorneys, and they will receive immediate notification via email or text message on their mobile phone. We respond much quicker than ever before – critical for people who are seeking legal help immediately. I also use more than 20 different labels in Avvo Ignite Suite to keep our contacts organized as they move from being a lead to becoming a new client."



The Results

"There's a renewed sense of accountability throughout the firm," Chris explains. "Avvo Ignite Suite provides transparency that allows us to watch the closing ratios among our attorneys very closely. **And in fact, since implementation we've seen a substantial and ongoing increase in new clients.**"

Avvo Ignite Suite has not only saved Chris valuable time on the daily intake process, but also countless hours plugging marketing data into spreadsheets.

"I no longer weed through stacks of paper to see how our business is doing," he adds. "I know what marketing is sending us leads, and who is closing. This information shows us what's working and what's not – allowing us to make informed decisions about how to move the firm forward."

Top 3 Benefits of Avvo Ignite Suite:

1. Knowledge of how marketing is generating leads
2. Ability to make quick contact with attorneys on all new leads
3. Tracking attorneys' closing ratio to see strengths and weaknesses

“Avvo Ignite Suite provides transparency that allows us to watch the closing ratios among our attorneys very closely. And in fact, since implementation we've seen a substantial and ongoing increase in new clients.”
