



# Law Ruler

## Top Five Ways a Built-in CRM Dialer Can Boost Conversions for Law Firms

When law firms receive new leads and prospects, it's critical they have the tools to respond immediately to these inquiries and keep good records of the interactions. The days of scribbling down phone numbers on a post-it and hoping you get the time to return the call are over.

There are a plethora of tools available for firms that allow you to efficiently track your leads and respond in a timely fashion. This is why having legal CRM (client relationship management) software is so critical. But not all CRMs are created equal. Finding a CRM that allows you to call a prospect right from their platform can be the crucial edge you need to convert more leads into clients.

Law Ruler, a leading legal CRM with built-in dialing capabilities has developed the top five ways a dialer can boost your conversion rate.



Built with Your Growth in Mind

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# 1 RESPONSIVENESS

Human driven, machine backed. Most consumers expect a phone call from a web inquiry within five minutes and that is a reality with Law Ruler. By using the built-in Law Ruler softphone, your team will be more responsive than ever before, and responsiveness is what captures new business.

# 2 PRIORITIZATION

The CRM will automatically prioritize the leads most likely to convert first. This means that all calls can and will be treated differently. The system dictates who the agents call, when, and in what order of priority. This critical feature alone will increase the likelihood of converting prospects.

# 3 PRODUCTIVITY

On average a single agent should make no less than 100 calls per day to a maximum of 250 calls depending on the number of potential clients in the pipeline. The system will make the intake team hit their productivity goals all day, every day. Manually dialing each number is a thing of the past.

# 4 EASE OF USE

By using a built-in softphone, your team will be prompted to make important calls and be able to send texts, add notes, schedule callbacks, and drop pre-recorded voicemails in one simple-to-use interface.

# 5 REPORTING

Answered Calls, Missed Calls, Abandoned Calls, Declined Calls, Work Time, Idle Time, Wrap-Up Time, and Call Dispositions. All of these are in an easy to manage report. Knowing what your staff is doing each day is key to the success of any law firm. Know exactly what happened to each caller and why. Having information at your fingertips on the status of each lead is so critical to ensure no prospect falls through the cracks.

These five features of a softphone dialer available within your CRM platform will ensure every lead and every prospect is prioritized and given the appropriate number of touches. Not only will you spend more time with clients more likely to convert, but you'll also spend less time chasing prospects who are not good fits for your firm.

To see how a softphone dialer within your CRM can impact your business, schedule a demo with Law Ruler today.

[SCHEDULE A DEMO](#)



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