

3 WAYS

DASHBOARD ANALYTICS

CAN HELP YOU MAKE BETTER DECISIONS

FOR YOUR LAW FIRM





Running a law firm comes with a lot of major decisions.

Which new practice area should your legal firm expand into, if any?

Is it time to hire a new attorney?

Did that law firm marketing campaign provide a satisfactory return on investment (ROI)?

Should your legal practice really commit to taking a particular client's case?

Is allowing staff to work from home part-time feasible?

To add to the pressure, each of these choices has a direct and lasting impact on your law firm's long-term success.

A CRM CAN HELP YOU MAKE INFORMED DECISIONS WITH CONFIDENCE

When it comes to navigating these pressing questions for your firm, don't underestimate the positive impact of investing in the right law firm software.

A legal **client relationship management (CRM) software** can help your firm make **data-driven, growth-minded decisions**—especially when your staff adopts CRM best practices and takes full advantage of the data your new software collects.

GET THE INFORMATION YOU NEED WHEN YOU NEED IT

The dashboard analytics and reporting tools provided in a legal CRM give your firm the information you need to execute your law firm marketing strategy effectively—and support critical analysis of your practice's all-around performance.

THREE CRUCIAL WAYS TO LEVERAGE LEGAL CRM

In this quick guide, you'll learn how **in-depth dashboard analytics** can help you:

1. Evaluate how effective and productive your staff are within your current workflow, especially in remote work conditions.
2. Optimize your existing client intake process.
3. Gain a competitive advantage by maximizing your marketing ROI.





1. EVALUATE THE PRODUCTIVITY & EFFICACY OF REMOTE AND IN-OFFICE STAFF

Love it or hate it, remote work is swiftly becoming the norm in nearly every service-based industry, including law. If you're considering adopting a remote-first work culture at your legal firm, developing profitable, data-driven workflows is imperative for your success.

The customer success management features included in a CRM software function as a powerful avenue for streamlining your client communication, intake, and marketing workflows.

Legal CRMs are an innovative way to:

- Maintain more consistent contact with potential and current clients
- Reduce time spent following up with leads and clients
- Evaluate your most profitable practice areas
- Assess attorney and staff productivity

Power productivity through analytics

You may be surprised to learn that the data a legal CRM like Law Ruler collects can also contribute to more productive work patterns within your legal firm. You can use the dashboard analytics included in your firm's legal CRM to gain valuable insights, including:

- The amount of revenue netted by each attorney and department
- Each attorney's client retention rate
- Number of billable hours vs non-billable hours per lawyer and department
- Which communications were sent to new leads and when

This information empowers you to make truly strategic decisions about organizational systems, communication platforms, work environments, and working hours, so you can maximize your legal firm's efficiency and profitability.

2. STREAMLINE CLIENT INTAKE

A legal CRM allows you to track key performance indicators (KPIs) for your law firm's intake processes. From identifying bottlenecks in your intake workflows to improving communications throughout client intake, the insights gained from intake KPI tracking can help your firm sign more of the leads that reach out to you.

Making the best first impression

First impressions are exceedingly valuable for a service-based business such as your law firm.

A CRM makes it much easier to gauge the efficiency of your intake process, so you can ensure the best possible experience for new leads reaching out to your practice.

For example, your firm will be able to track:

- What communications are sent to each prospective client, when they're sent, and by whom
- How long it takes for the average lead to sign with your firm from the point where they first reached out to you
- Your lead conversion rate (the percentage of leads who actually sign with your firm)

You'll also be able to more easily spot bottlenecks in your intake workflows, so you can reassign work and streamline processes as needed. The end result is a more convenient experience for new leads and a higher percentage of leads who choose to sign with your firm



3. MAXIMIZE YOUR LAW FIRM'S MARKETING EFFORTS

Most law firms now realize the importance of having a marketing strategy, and the robust marketing automation tools included in a legal CRM can help you market your law firm more effectively.

With that said, no marketing campaign is complete until you follow up to see whether the campaign's results match your expectations.

A legal CRM's dashboard analytics tools can help you understand the return on investment (ROI) of your marketing campaigns, so you can work on making them more effective and ensure every dollar is put to the best possible use

Getting the most from your marketing spend

The actionable insights from your CRM's analytics dashboards make it easy to determine:

- Which marketing platforms lead to the highest number of new clients
- How much your marketing efforts cost per new client they bring in
- Which marketing campaigns are netting the most new clients
- How much revenue is generated from new clients gained from each marketing campaign
- How much revenue each new case generates over the client lifecycle

With all of this knowledge at your disposal, your firm can **make informed decisions about which marketing platforms to target and what kind of clients will bring your firm a consistent return on your investment**



Better reports lead to better decision-making

Law Ruler's legal CRM is the most effective way to prioritize and support the decisions that you make for your legal practice every day. With extensively customizable analytics dashboards and a lightning-fast custom report builder, Law Ruler allows you to stay on top of your intake and marketing with actionable insights that help you grow your firm.





Better reports lead to better decision-making

Whether you're using dashboard analytics for daily snapshots of your productivity or scheduling weekly or monthly reports, Law Ruler's analytics and reporting tools can help you examine the data that's most relevant to your firm's growth and profitability:

- Productivity
- Case metrics
- New sign-ups
- Client intake
- Marketing ROI
- Client outreach efforts

Making more informed choices about marketing, client outreach, and daily operations will ultimately strengthen your law firm—and your bottom line.

To learn how the #1 CRM for law firms can help your practice grow with actionable insights, [schedule a Law Ruler demo today.](#)



Law Ruler

Track Leads, Grow Prospects, and Gain Clients