Law Ruler
by profitsolv

7 Reasons Why Your **Personal Injury Law Firm Needs a Legal CRM**

Personal injury legal clients are in the midst of an extraordinarily difficult time in their lives, and they want to feel heard and seen.

But when they reach out to your law firm, do they connect right away? Do they speak to client intake staff who guide them through the process, set up a prompt appointment, and then ensure that they have all the information they need before their consultation?

Or do they leave a voicemail and wait three or four days until someone responds, only to be told it will be several weeks before they can be seen?

Promptly engaging clients is essential for growing your personal injury law firm, but with busy caseloads, it's easier said than done. A legal CRM helps personal injury lawyers work quickly and efficiently for their clients. With tools like automated communication, integration with practice management software to easily collect crucial client info, and tools to easily gather evidence, implementing a legal CRM saves time, improves the client experience, and helps you grow your firm.

And that's not all. Here are seven reasons why your personal injury firm needs a legal CRM.

01

Ensure Your Firm Responds to Leads Quickly

With personal injury law, clients need their issues resolved quickly. Whether they've been in a car accident and need support navigating insurance matters or they were injured on the job and are struggling to get a workers' compensation claim resolved, their matters are time-sensitive.

What's most important to personal injury clients is that the lawyer is as responsive as possible.

That's why CRM software is crucial for personal injury law. Automate your follow-ups with a **personalized voice message**. If you miss an initial call, you can ensure that your follow-up messages are personalized for particular clients. Add potential clients to email drip campaigns, so that your firm stays top of mind.

Once you've secured clients, you want to continue to communicate in a responsive manner. Avoid unnecessary back and forth with emails or text messages just to schedule an appointment—this could leave your potential client feeling like you don't value their time. Instead, when you use a CRM, you can send links to clients so that they can choose an available appointment time that works best with their schedule.

02

Personalize Communications for Each Type of Case

Personal injury clients are usually facing difficult circumstances.
Not only do you need to respond to them quickly, but you also need to personalize communications.
After all, a generic email won't make them want to work with your firm.

You need to create an emotional connection to ensure that clients feel heard and understood.

For example, if a potential client was in a bike accident, they'd likely want resources that help them understand how to work with their insurance. Using your CRM, you can automate a follow-up email that includes helpful links for people who were in a bike accident. When a potential client receives useful information, they'll be more likely to trust you to provide them with legal services.

03

Bring the Right People to your Firm with Marketing Tools

Not all personal injury cases are the same. There are many nuances to types of cases and jurisdictions, which means that not every case is the right fit for every personal injury law firm. That's why CRM software offers marketing features to attract your ideal clients to your firm.

Look for helpful marketing solutions including:

- ***Automated email drip campaigns:*** Sends prospective clients personalized, automated emails tailored to their needs
- ***Text message marketing:*** People always have their cell phones on them, so keep in touch by sending texts, emails, pictures, and videos
- ***Voice calling campaigns:*** Send pre-recorded messages to personalize outreach to potential clients

04

Save Your Firm Time and Money With a Smoother Client Intake Process

It benefits any law firm, including personal injury, to speed up non-billable hours. Since you can't bill for client intake, implement CRM software to make the process more efficient.

Customizable forms let clients fill in important details about their cases. These forms integrate with your legal practice management software so that all case information is sent directly to their matter. This saves your firm countless hours by removing manual data entry and cutting down on errors. Forms are mobile-friendly, so your clients can fill out the information from anywhere and at the time that's most convenient for them.

Document automation features can also make it easier to create legal documents. Use templates in your CRM to do a task in just minutes that used to take hours. And you can use all the information that clients gave to you in their form to complete documents fast.

05

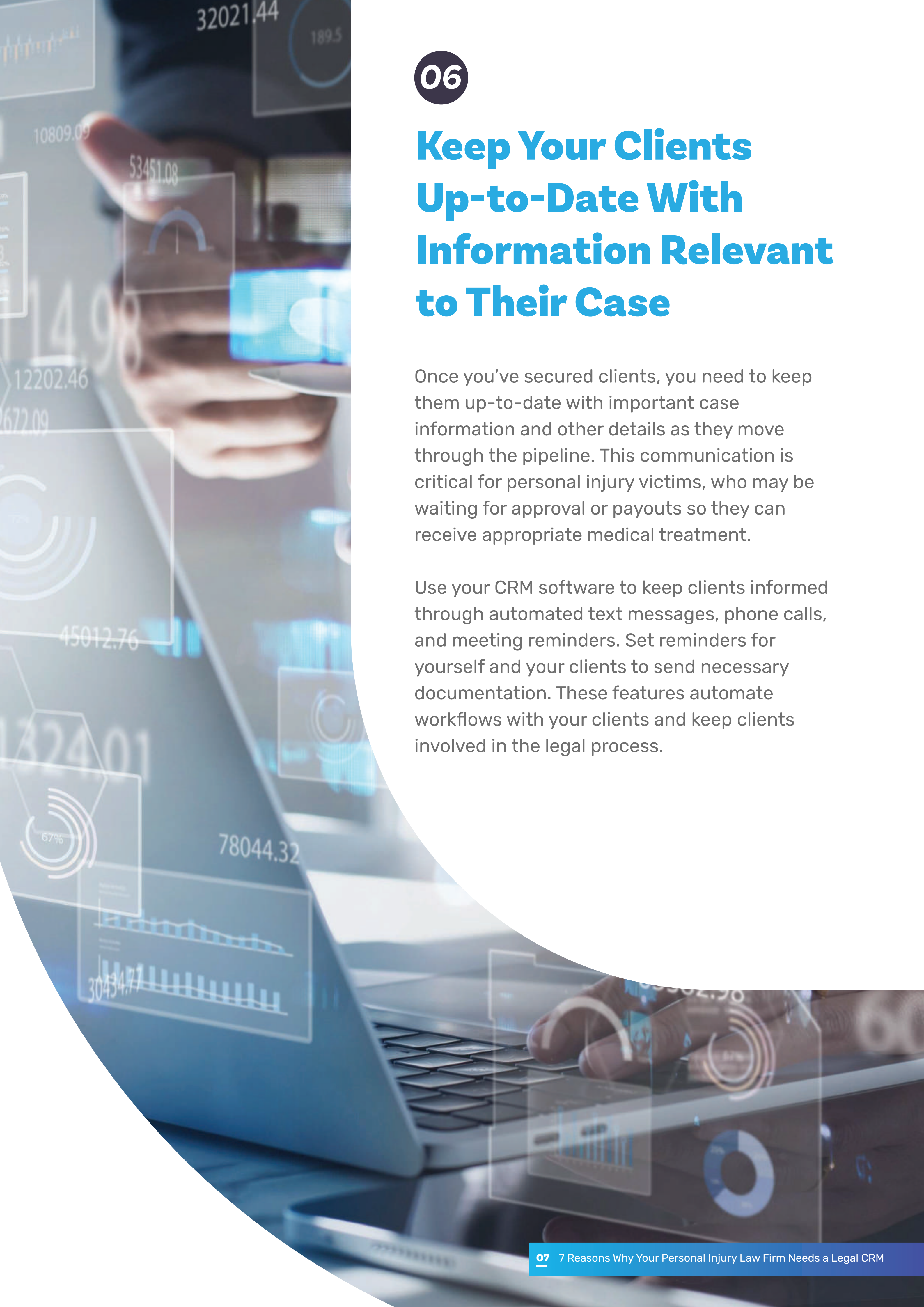
Help Qualify Leads Effectively

When you have leads piling up, it can be difficult to prioritize them into the ones that are most likely to convert or provide the highest value for your law firm. If your practice operates as a personal injury law firm but wants to prioritize medical malpractice cases over dog bite cases, a legal CRM can help you sort through potential clients.

CRM software **Law Ruler** offers smart intake forms that help legal staff qualify or disqualify leads efficiently. These intuitive, logic-based intake forms use client responses to decipher if the client is right for your firm or not. Leads can be disqualified without a staff member even looking at the form, saving you time by avoiding clients who're the wrong fit for your firm.

Also, look for built-in softphone features that let your employees click to call potential clients. If the software offers "local-presence calling," that means the number that shows up on a client's phone is from a local area code. The client will be more likely to pick up because they won't assume that the phone number is a spam call.

Law Ruler automatically prioritizes the leads who are most likely to convert—and the clients who need a quick callback.



06

Keep Your Clients Up-to-Date With Information Relevant to Their Case

Once you've secured clients, you need to keep them up-to-date with important case information and other details as they move through the pipeline. This communication is critical for personal injury victims, who may be waiting for approval or payouts so they can receive appropriate medical treatment.

Use your CRM software to keep clients informed through automated text messages, phone calls, and meeting reminders. Set reminders for yourself and your clients to send necessary documentation. These features automate workflows with your clients and keep clients involved in the legal process.

07

Make it Easy for your Client to Send and You to Collect Important Documents

Any personal injury lawyer needs to collect evidence from their clients. If someone gets in a car accident, you'll need photos from the crash site for your records. CRM software offers a simple way to exchange forms and important documentation. Send secure text messages that prompt clients to submit photo and video evidence related to their case.

When you integrate with your legal practice management software, this information can be sent directly to their case file or matter. This ensures that every important document is in one place and organized clearly so you can reference it later as needed.

Use Law Ruler to collect photo and video evidence via text message. Our file-sharing features make it easy for your clients to share crucial information—and for you to keep it organized when you directly upload it to client matters.

Simplify Client Intake Workflows with Law Ruler

Make the client intake process simple for your personal injury law firm with **Law Ruler**. Accelerate your workflows without overtaxing your team with Law Ruler's automated tools.

- *Automate follow-ups by email or text message*
- *Call clients from your CRM with built-in softphone features*
- *Collect evidence easily with text and video messaging*

Plus, Law Ruler integrates with ten major practice management solutions on the market, so we work with the software you know and love.

If you're tired of fumbling away leads because you're too busy with your workload, **schedule a demo** to see how Law Ruler's CRM software makes it easy to secure new clients.