# Strategies For Improving ABA Client Services

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# Clients Come to ABA for Help, but Some Clients are Underserved

## Client Sentiment Analysis

### High Frequency Words For Low Sentiment Group



**33.2%** clients expressed negative sentiments in their posts

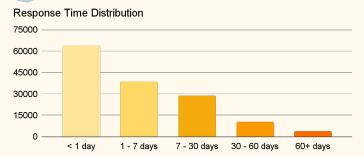Predominant feelings include **"afraid", "sorry", "bad", "sick"**

Clients come to ABA for **help on a variety of issues**, such as divorce, house, landlord, and information seeking
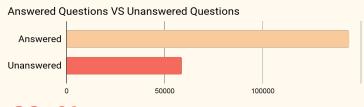
**It is important for ABA to strategize ways to improve their clients service to better help these people**

## People Underserved Due To Long Response Time & High Unanswered Rate
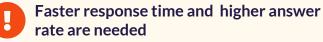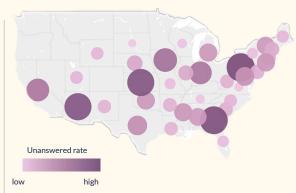
### Response Time Distribution



**49.4%** Receive response **after 7 days**

**35.2%** Receive response **after a month**

### Answered Questions VS Unanswered Questions



**29.1%** **NEVER** receive a response

! **Faster response time and higher answer rate are needed**



**Unanswered rate**
low — high

**81.1%** questions in Pennsylvania are NOT answered
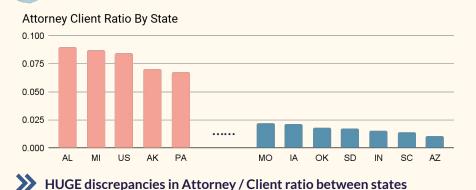
**79.6%** questions in Georgia are NOT answered

**6.8%** questions in South Dakota are NOT answered

**8.6%** questions in Tennessee are NOT answered

# Strategies for Effectively Finding the Right Attorney for Underserved Population

## State-Wise Attorney & Client Dynamics Analysis

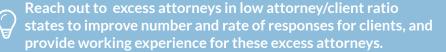### Attorney Client Ratio By State



Bar chart values on y-axis: 0.000, 0.025, 0.050, 0.075, 0.100

States: AL, MI, US, AK, PA ...... MO, IA, OK, SD, IN, SC, AZ

» **HUGE discrepancies in Attorney / Client ratio between states**

$$\text{Excess Attorney Rate* =} \frac{\text{\# of unemployed Lawyers with license}}{\text{\# of Active lawyers}}$$

**40.3%** Average excess attorneys rate **for low attorney /client ratio state**

**VS**
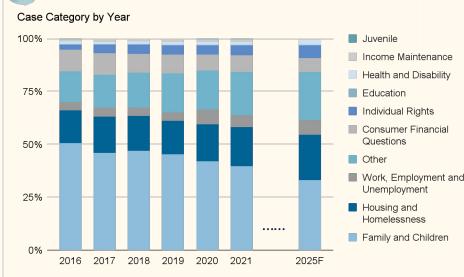
**36.4%** Average excess attorneys rate **for all US states**

**Reach out to** excess attorneys in low attorney/client ratio states to improve number and rate of responses for clients, and provide working experience for these excess attorneys.

*Bureau of Economic Analysis (BEA) regions, Bureau of Labor Statistics, State Government Labor Departments, ABA 2016

## Category-Wise Demand Forecasting Model

### Case Category by Year



Legend:
- Juvenile
- Income Maintenance
- Health and Disability
- Education
- Individual Rights
- Consumer Financial Questions
- Other
- Work, Employment and Unemployment
- Housing and Homelessness
- Family and Children

Years: 2016, 2017, 2018, 2019, 2020, 2021 ...... 2025F

Case demand in these two categories **"Housing & Homelessness"**, and **"Work, Employment and Unemployment"** is increasing

**Hire more attorneys** who has speciality in these two categories to meet the increasing demand

**Provide more training** to existing volunteer attorneys on these two categories to better serve clients