Growth Action Plan

Holloway Injury Law | AI

Lead: James Holloway | Primary Goal: Save time with AI

Industry: Legal Services
Team Size: 11 employees

Traffic/Users: ~11,300 monthly visits; 260 case inquiries/month
Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: Manual screening of non-qualified inquiries drains paralegal bandwidth.
- Fastest path: Deploy AI pre-qualification form + conversational follow-up
- Expected impact: Reduce non-qualified consults 20% (High confidence).
- Context: Paralegals manually screen leads and schedule consults; response delays lower signed-case volume.

2) Opportunity Diagnosis

- Primary: Manual screening of non-qualified inquiries drains paralegal bandwidth.
- Secondary: After-hours leads wait too long for first contact.
- Assumption: Assumes intake questionnaire can be standardized.

3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	Intake	Deploy AI pre-qualification form + conversational follow-up	Reduce non-qualified consults 20%	High confidence
31-60 days	Scheduling	Automate consult scheduling and reminders	Raise show-up rate 10-15%	Medium confidence
61-90 days	Ops	Generate case-intake summaries for legal team	Save 5-8 hours/week	Medium confidence

4) Top 5 Priority Actions

1. Define qualification thresholds for case value and claim fit.
2. Add AI assistant to intake page + SMS handoff for urgent cases.

Projected KPI Direction (30/60/90)

3. Use structured summaries to reduce attorney prep time.
4. Prioritize high-intent lead callbacks in under 15 minutes.
5. Track signed-case rate by intake source weekly.

30d   60d   90d

5) Offer Recommendation + KPI Scorecard

Recommended: AI Automation (Primary), Landing Pages (Secondary). Track weekly: Qualified consult rate, show rate, intake hours saved.

6) Risks & Mitigation

- Risk: Misclassification. Mitigation: attorney-approved decision rubric.
- Risk: Ethical/compliance edge cases. Mitigation: clear disclaimers + human review.
- Risk: Low adoption. Mitigation: involve paralegal lead in workflow design.

7) Immediate Next Step

Roll out AI pre-qualification on one practice-area landing page and measure consult quality for 2 weeks.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

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