



How **Smith.ai**
and **Law Ruler**
Help You Win
More Clients



Law Ruler
by **vprofitsolv**

Expanding your client base can be uniquely challenging, especially for small to medium law firms. You can double down the goal of attracting new clients to sign, but it won't impact your overall profitability if your legal staff lacks time to meet those clients' needs fully.

The key to successfully winning—and serving—more clients is to do so in a way that preserves attorneys' time and energy. If you're searching for a new way to fuel your firm's growth, consider combining two of the leading legal marketing tools in the industry: [Smith.ai](#) and [Law Ruler](#).



Meet Law Ruler and Smith.ai

Who are your prospects and how are you reaching them?

Law Ruler can help you figure that out—and much more. Law Ruler provides robust legal client relationship management (CRM) software to help law firms turn leads into clients with lead tracking, smart client intake, automated marketing, and more. Its intuitive features help lawyers stay on top of the challenges of growing their business in a competitive professional landscape.

Smith.ai's friendly [virtual receptionists](#) enrich client intake in Law Ruler by augmenting the communication processes with real human beings as needed—without pulling attorneys away from client work.

With Smith.ai behind the scenes, you can collect as much information as possible about new clients, which saves your in-house legal staff extensive time once work on a legal matter begins. The result is better client relationships for less effort.

Keep reading to learn how Smith.ai and Law Ruler work together to help you win more clients with less hands-on involvement from attorneys.

Never miss a detail

Smith.ai is designed to integrate with and import key data to your firm's [legal CRM](#). You'll be able to clearly understand each lead's position within your sales funnel, whether the last conversation was with an attorney or a virtual receptionist.

Each interaction is automatically logged within Law Ruler. Depending on your preferences, you can access chat transcriptions, call summaries, contact information, and even call recordings from Law Ruler's softphone.

Smith.ai also marks all calls with a clear "type" and level of urgency. When coupled with Law Ruler's softphone prospect ranking system, it's easy for any team member to understand which leads are most likely to sign with a single glance.

Shorter call handling times

Name a game that nobody ever wins. We'll start: phone tag!

People searching for a law firm often feel under pressure. They want to feel seen and understood, which is probably why [78% of consumers](#) purchase from the first company that responds to them.

But the average law firm only manages to answer [47% of incoming calls](#) from potential clients. To catch the overflow, many firms still opt to rely on a traditional answering machine. When a potential client calls your law office and is met with a standard voicemail, they'll likely move on to another firm before you get a chance to return their call.

Law Ruler and Smith.ai help you consistently exceed potential clients' highest communication expectations. Because every inbound call is picked up immediately by a Smith.ai virtual receptionist, your future clients won't get a chance to reach out to competitors while waiting for a callback.



Free up time to focus on billable tasks

There's no denying that [client intake](#) tasks are essential to the function of any law firm, but they aren't directly billable. For your practice to maintain a profitable cash flow, attorneys need time and space to focus on doing what they do best—practicing law.

A responsive, intelligent approach to qualifying leads is the perfect way to maintain a steady flow of new clients while preserving billable hours.

Law Ruler's logic-based client intake forms save attorneys significant time. These mobile-friendly, online intake forms adjust automatically, depending on the kind of case a lead is inquiring about and their responses to previous fields.

Law Ruler's client intake forms qualify leads online with high accuracy, but some leads will always prefer to speak with a real person during the intake process.

For these clients, Smith.ai makes all the difference. Whenever someone skips the online forms and calls your firm directly, an experienced virtual receptionist can guide them through your existing Law Ruler intake form over the phone.

If the prospect turns out to be a great fit for your firm, the receptionist can explain your services, pricing structure, and policies. This keeps potential clients engaged without distracting attorneys from billable tasks. If the client is keen to sign immediately, you'll receive a text detailing their contact information and key details so that someone in-house can seamlessly follow up.

Done-for-you calendaring

Law Ruler leverages automation to add court dates and meeting dates to your calendar at client intake, based on the type of legal matter. Smith.ai further supports your firm's workflows by auto-scheduling in-person meetings with the most qualified leads.

In addition to prompting legal staff reminders about meetings, Smith.ai and Law Ruler drastically decrease new client no-shows and cancellations with timely reminders. For example, your intake process could include an automated text or pre-recorded voice call to confirm appointments three days prior. This reminder might be followed by a live call from a Smith.ai virtual receptionist 24 hours before the appointment.

This flexible, adaptable follow-up adds a personal touch to the intake process and provides potential clients with an opportunity to ask any last minute questions before their meeting.

Seamless communication across all platforms

The Law Ruler and Smith.ai [integration](#) keep your firm's communication with leads cohesive. Between the two platforms, your firm can respond to potential leads promptly on all platforms:

- Phone
- Text
- Email
- 24/7 Live Chat
- Social Media Chat

Rather than relying on a generic script, Smith.ai consults with you to ensure that your law firm is represented positively in every communication. Your virtual receptionist can even start each call with a greeting that's personalized to your firm.

When law firms get busy, the quality and frequency of communication with potential clients tend to decline. Rather than answering fewer calls from curious leads, lean on Smith.ai to screen your firm's calls. This way, every call is responded to—just not by you. Only well-vetted leads will be transferred to speak with your team.



Alternatively, Smith.ai can schedule call-backs on your calendar rather than transferring calls directly to your firm during peak hours.

There's no need to worry about consistency. All communications and information collected by Smith.ai are tracked in Law Ruler, where your legal staff can quickly review a potential client's previous contact with your firm before reaching out directly.

A reputation for excellent service

Get ready for some attention. A reputation for exceptional customer service increases your law firm's referral rate. [55% of consumers](#) recommend goods or services based on customer service alone.

Part of providing excellent service is making sure questions are always answered. This applies to brand new leads as well as established clients. With Law Ruler and Smith.ai on your side, your leads get immediate answers to questions about your firm and can access those answers in whatever format they prefer. (Over half of your prospects prefer live chat for multitasking purposes.)

Consistency across communication channels increases potential clients' awareness of your firm and ensures that your values and mission stay front and center—no matter who's on the line. When clients feel confident that your firm will keep them up to date about their legal matters, they're more likely to share your contact information with friends and family.

Legal software to support the way you work

To grow your law firm and best serve your clients, you need legal software that works with, not against, your staff to maximize productivity and improve communication. Count on Smith.ai and Law Ruler to accelerate your law firm's growth with a steady stream of well-vetted, ready-to-sign clients.

With flexible, fully-integrated client intake automation options from both Smith.ai and Law Ruler, it's easy to mix and match the features that best fit your ideal client intake process.

Learn more about scaling your firm effectively with Law Ruler's client intake tools.

Book your free demo