

6 Legal predictions for 2025

The legal industry faces a challenging landscape as it heads into 2025. Despite fierce competition, **nearly half (48%) of law firms** still miss client calls. Even when calls are answered, only 36% explain the legal process or next steps—leaving 73% of callers unlikely to recommend the firm, a staggering stat in an industry that has long relied upon word-of-mouth referrals. With more than **1.3 million lawyers in the United States**, firms need to differentiate themselves, reach more potential clients, and keep them engaged once they reach out.



To understand how law firms can adapt to better market themselves and improve their intake process, we interviewed experts from Clio and MyCase, two leading legal software providers. Their insights reveal how AI-powered tools can help address administrative bottlenecks, improve client experiences, and differentiate firms in a crowded market. Here are top predictions for 2025 and actionable insights to help your firm thrive.

AI-driven innovations in legal practice

Artificial intelligence (AI) is reshaping the legal industry by transforming workflows, enhancing client experiences, and addressing long-standing challenges like administrative inefficiency and data security. As law firms adopt AI solutions, they are seeing opportunities to streamline operations, improve lead management, and provide faster, more reliable results. However, this shift also brings new considerations around ethical practices and the need to build trust with clients.

1. AI-driven lead management will become a standard practice

Law firms will increasingly adopt AI tools like chatbots paired with client intake systems to handle lead qualification, automate follow-ups and reminders, and schedule consultations. These technologies will enable firms to respond promptly to inquiries, enhancing client engagement and conversion rates.

61%

“51% of legal consumers find chatbots a useful starting point, but 61% say they’ll only use one if it leads to speaking with a lawyer.” —**The 2024 Legal Trends Report, Clio**



2. AI-assisted document and workflow management will streamline operations



AI tools for contract lifecycle management, invoicing, scheduling, and case tracking will help law firms automate routine administrative tasks, freeing up time for improving client-facing activities. Additionally, AI-powered research tools and analytics software can sift through massive data sets, uncovering insights that support informed decision-making. These technologies not only boost productivity but also enhance client interactions by improving communication quality and delivering faster, more reliable results.

“A well-designed legal intake system with the correct forms can easily contribute to profitable growth; it supports the development of a robust client list with issues that align with your firm’s expertise.” —MyCase



3. Ethical AI use will become a key focus

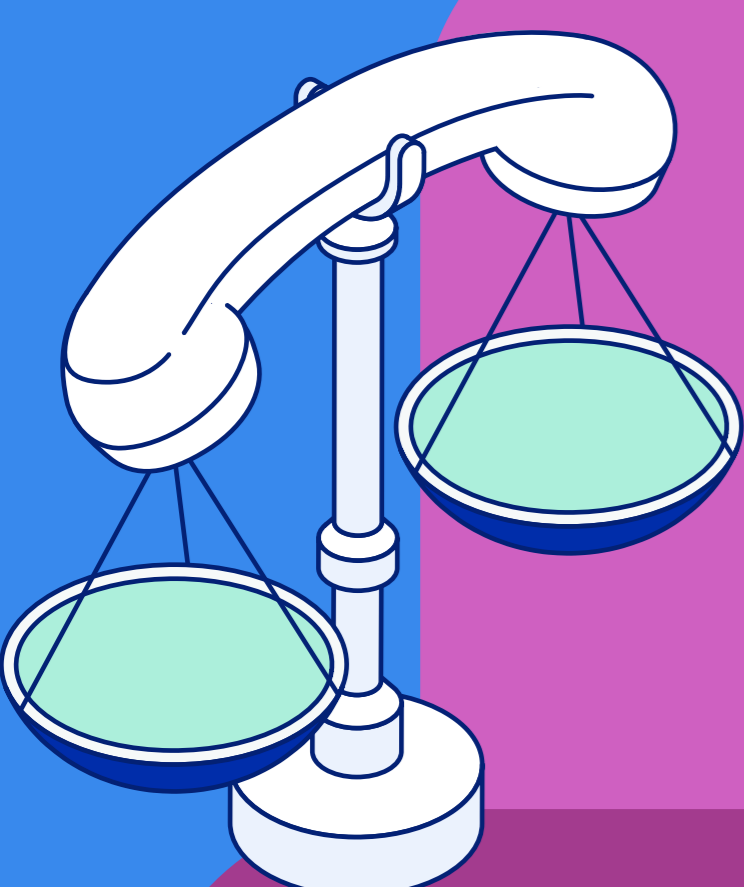
Recent court rulings regarding AI use by lawyers have underscored the importance of ethical AI practices in the legal field. Concerns such as client confidentiality, attorney-client privilege, data security, output accuracy, bias, authentication of evidence, and job displacement are at the forefront. To build trust, law firms and court systems must implement AI solutions that prioritize data privacy, security, and ethical considerations.

50%

“50% of lawyers are somewhat or very concerned about the ethical implications of using AI.” — **Bloomberg Law Legal Ops + Tech Survey**

Other key trends for 2025

4. Reputation management will be more important than ever



A law firm’s reputation begins before a potential client even makes contact, influenced by friends, family, review sites, their website and overall online presence, and even how they feel about lawyers in general. Firms must actively consider the client experience for both current and prospective clients, recognizing that every interaction could lead to a potential referral or lose a client. Enhancing the client experience, monitoring reviews, and engaging with clients can foster positive word of mouth, while implementing AI-driven follow-up systems ensures timely responses and reduces the risk of negative feedback.

73%

73% of legal shoppers would not recommend the law firms they contacted due to poor responsiveness.

5. Integrated technology will drive revenue growth

Firms combining tech tools like practice management software, client intake systems, and marketing analytics will see significant benefits, including streamlined workflows, improved lead tracking and conversion rates, enhanced client experiences, and data-driven insights that inform smarter business and marketing strategies.

52%

“Firms that combined the client intake tools like Clio Grow with their practice management tools like Clio Manage, saw a 51% increase in leads and a 52% increase in revenue.” — Clio

6. A strong digital presence will be critical for client acquisition



To remain competitive, law firms must invest in a robust digital presence that combines content marketing, social media, email campaigns, and pay-per-click (PPC) advertising. Regularly publishing informative blog posts optimized for SEO can drive traffic and position firms as trusted authorities, while an engaging social media presence—enhanced by video marketing—helps foster client relationships and differentiate firms in a crowded market.

“Clients are more likely to engage with a law firm with a reputable digital presence, including an informative website and engaging social media content. By fostering a positive online presence, you’ll make your firm more appealing to prospective clients.” —MyCase

Success in 2025 means staying ahead of new trends while staying true to what matters most—building trust with clients, serving those clients well, and practicing with integrity. The right tools, including the use of AI, can make it easier to grow your firm and stand out in a competitive market.

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