



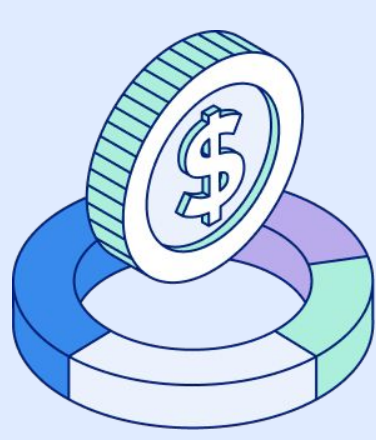
4 Ways CallRail's AI helps with your legal marketing

AI technology can help you land more clients and slash time spent on administrative tasks. But you need to know how to best use it. That's where our deep understanding of law firms' marketing challenges comes in.

Here, we explore how CallRail's AI, including **Premium Conversation Intelligence™**, gives you the next-level insights you need to get the most out of your calls and boost the impact of your marketing spend.

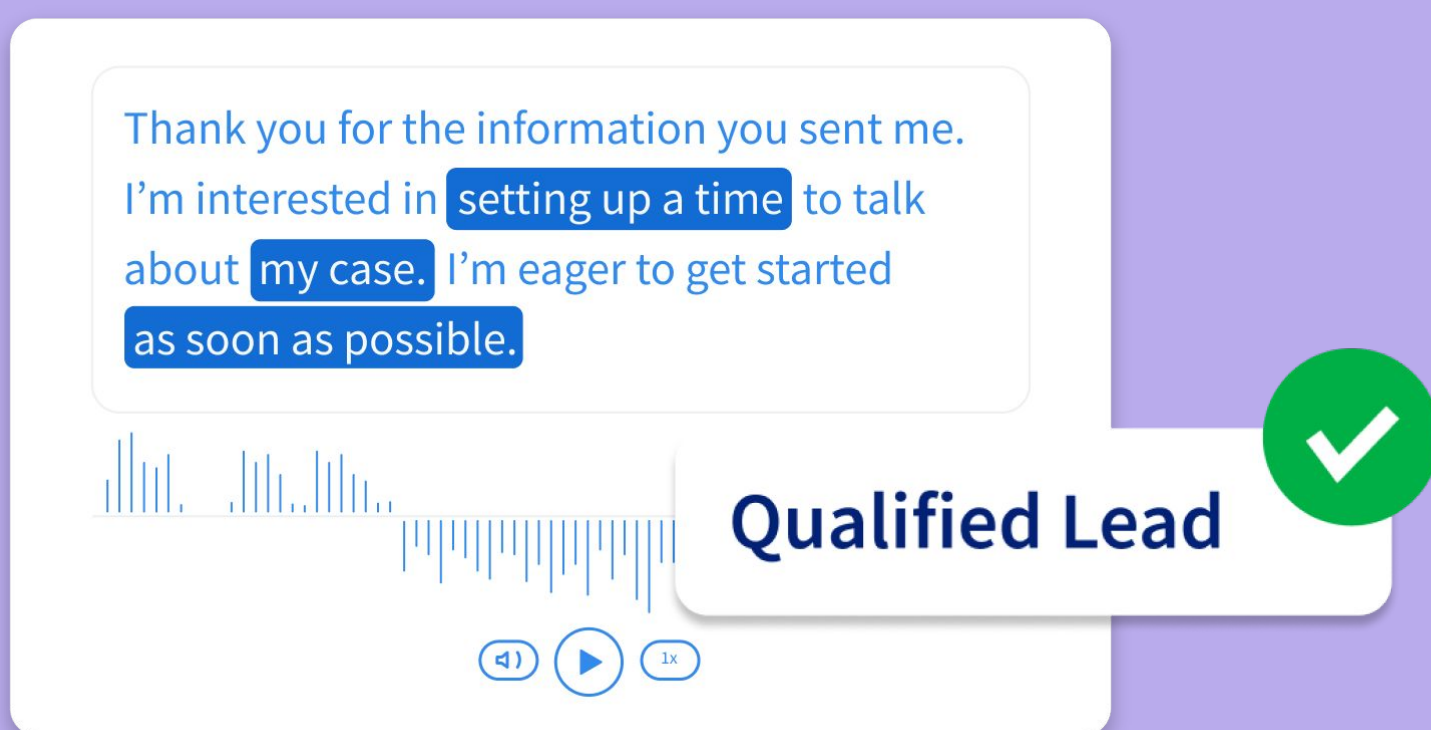
1. Deliver actionable insights about your marketing efforts

Accurate attribution is critical, but some touch points are hard to measure. CallRail's AI-powered **self-reported attribution** identifies when your callers share how they heard about your firm. This data, alongside your call tracking, will eliminate blindspots and enable more confident and accurate marketing decision-making.



“CallRail sheds light on where the marketing dollars are effective for the practice.”

— Shawn Hamp, Managing Partner at The Hamp Law Offices



2. Increase your conversion rates

Understanding who your best leads are, and qualifying them quickly, will help increase your conversion rates and save your staff time. When you use CallRail's automated call transcript, it creates a searchable record of the call and a brief AI-generated summary while surfacing keywords. This helps your team determine whether the prospect matches your law firm's ideal client profile and whether they should proceed with the entire intake process.



“We've been able to identify certain key terms and phrases that are successful in structuring our conversations to convert.”

— Shane Smith, Owner of Shane Smith Law



3. Streamline your workflow and boost your efficiency

55% of law firms use call recordings to inform marketing decisions and messaging, and **52%** consider using AI to optimize their marketing campaigns. CallRail helps you take advantage of this huge opportunity and makes you more productive as a lawyer. Our timesaving tools include call summaries, **multi-language transcription** and **keyword spotting**, plus **automation rules** that create templates for qualifying leads and call coaching.

4. Enhance the client experience

97% of law firms spend billable time tracking down client or prospect information. AI-powered Premium Conversation Intelligence streamlines lead qualification and quality control with automated **call summaries** that highlight keyword trends, so you don't need to read every transcript. To help train your team to improve the client experience, **call sentiments** tell you whether a client was satisfied with their experience.



Is your firm getting all it can from your calls?

We can show you how to use CallRail's AI to uncover the data hidden in your calls faster than ever before.

Activate Premium Conversation Intelligence