



# Making your case: how to win with Ruby.

Solo and small practice lawyers are stretched in multiple directions every day between casework, administrative needs, pursuing client leads, and business development. Ruby's live receptionist and chat services are proven to increase efficiency, maximize client retention, and capture new leads. Find out how Ruby helps lawyers that positively grow their bottom line.



*"Ruby allows my office to focus on our work while knowing all our calls will be answered by a friendly, live human. Engaging Ruby was one of the smartest things I did when I opened my own firm, and a key to my firm's success."*



*Michael Downey*  
DOWNEY LAW GROUP

## INCREASE AVAILABILITY & GAIN MORE TIME

Ruby maximizes your client services and billable hours by representing your practice, connecting with new and existing clients, and acting as your first point of contact.

## CONNECT WITH EVERY POTENTIAL CLIENT

Ruby's live, virtual receptionists and 24/7 chat services capture new business as it arrives. Ruby's customers report a 20%+ boost in new business leads.

## STAND OUT WITH CUSTOM REPRESENTATION

We customize our greetings based on your specifications. Our receptionists ensure your clients are connecting with an engaging, professional representative of your practice each time they call.

## PORTRAY A POLISHED PRACTICE

There's a lot to be said for a solo or small practice, but looking completely seamless isn't always easy. Our live receptionists are the best first contact for your potential clients, indicating a well-established organization

## EXPAND YOUR REACH, ENGAGE YOUR COMMUNITY

We offer bilingual receptionist and chat services in Spanish at no extra cost, helping you better service your local community and grow your client base.

*"Ruby has been very helpful because we can get messages taken and avoid calls that are extraneous... calls don't come directly to us as the first line of defense when answering the phone."*



*Somita Basu*  
NORTON BASU LLC

*"Ruby removes at least 2 or 3 interruptions in my day – that, by itself, is worth what I pay for Ruby."*



*Dean Alterman*

ALTERMAN LAW GROUP

## HONOR SENSITIVE CLIENT NEEDS

Our receptionists and chat specialists are trained to lead with empathy. By using understanding as a tool, Ruby makes clients feel seen and heard, making a perfect impression on your behalf.

## PRE-SCREEN WITH EXPERT INTAKE SERVICES

Our team of live receptionists collect detailed intake information on your behalf, informing your next client steps and making your job easier.

## CREATE MORE BILLABLE TIME

Ruby creates more time for billable work and business growth by connecting with every existing and potential new client, getting you off the phone and in front of your casework.

## STREAMLINE YOUR ORGANIZATION

Ruby integrates with tools you already use such as Clio, Lexicata, and Rocket Matter. We help simplify client management and communication.

## BUILD UP YOUR NETWORK OF RELATIONSHIPS & REFERRALS

We are customer experience experts, trained to build trust with potential and existing clients from the first interaction.

*"Practice management software has been a huge timesaver for me and my staff... Ruby integrating with Clio has been a huge benefit, too."*



*Maria Shinn*

SHINN LAW FIRM

*"Ruby delivers exactly what they promise, every time... they take their job seriously and make it their mission to do it very well. They easily, without question, get my highest recommendation."*



*Eric Johnson*

UTAH FAMILY LAW

# Try Ruby Risk-Free

Interested in learning more about how you can elevate your customer experience and close more business with Ruby's live receptionist and chat services?

Get Started