



KRUSE LAW ENHANCES LEAD GENERATION WITH LIVEADMINS LIVE CHAT

Established in 1993, Kruse Law stands as one of the most reputable criminal law firms in the Ontario region owing to its consistent winning track record in court. It operates across four locations in the province and is recognized for providing its clients with skilled, experienced, and passionate lawyers for criminal and DUI cases. Boasting a team of top lawyers with decades of combined criminal trial experience, Kruse Law aims to provide the best possible legal services to its clients across the province.

With a commitment to delivering an exceptional experience for its clients, Kruse Law required a solution that would help engage online clients on its website 24/7. Previously, those who came onto the website on the weekends or after hours required instant and urgent support, in the absence of which they would move on to a competitor for assistance. Hence, Kruse Law faced a potential loss of leads due to the unavailability of a real-time text-based communication tool on its website. In addition to this, Kruse Law also required a system that would simplify the process of qualifying online leads and scheduling appointments for their firm.

Since partnering with LiveAdmins in 2015, Kruse Law has been able to streamline the process of qualifying potential leads for their business. With LiveAdmins, potential clients who initiated a chat on the website went through a series of scripted questions. The chat agents would then schedule appointments and relay the relevant details to the team at Kruse Law, who would take it forward from there. By providing proactive support on the Kruse Law website, LiveAdmins helped increase the number of leads, which inevitably increased the number of sales intake calls and overall revenue for the firm.

LiveAdmins, established in 2002, has improved online customer engagement for Kruse Law, contributing to increased leads, and sales for the firm.

AT A GLANCE

- Established in 1993
- Operates in four locations across Ontario, Canada
- Consistent track record of winning criminal and DUI charges
- Team of top lawyers with decades of combined experience

ISSUES

- Need for a 24/7 online customer engagement tool
- Low percentage conversion of website traffic into leads
- Need for a system for scheduling appointments
- Lack of customer support for after-hours website visitors

SOLUTIONS

- 24/7 real-time online chat service
- Streamlined lead qualification process
- Instant appointment scheduling from website leads
- Structured questions to get relevant details

The LiveAdmins chat service has increased the number of leads and new client sign ups for our firm every single month since we started with them in 2015. We would highly recommend LiveAdmins to any business looking to improve their customer service and increase their revenue.

Mike Kruse
CEO, Kruse Law

Find out more

Call (877) 771-6067 or visit us online at www.LiveAdmins.com