

CASE STUDY: Boutique Family Law Firm (West Coast)

The Firm That Thought It Had a Workload Problem

(It Didn't...They Weren't Overworked. They Were Under-Structured)

The logo for Modern Split Media is centered on a dark blue rectangular background. The words "MODERN SPLIT" are written in a light green, uppercase, sans-serif font. A thin horizontal line is positioned directly beneath the "MODERN SPLIT" text. Below this line, the word "MEDIA" is written in the same light green, uppercase, sans-serif font.

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EXECUTIVE SNAPSHOT

Client Type: Boutique family law firm (5 attorneys)

Core Challenge: Reactive communication model creating constant client interruptions, inefficiency, and inconsistent experience.

Engagement Scope: Communication overhaul, client journey standardization, and ongoing CX advisory partnership

Key Results:

- 40% reduction in client “status check” emails
- 22% increase in positive client reviews
- Significant improvement in attorney focus and time control

CLIENT PROFILE

- **Firm Type:** Boutique family law
- **Size:** 5 attorneys + lean support staff
- **Focus:** Divorce and custody
- **Operational Reality:**
 - High-touch... but unintentionally chaotic.
 - Clients were driving the communication instead of the firm.

THE PROBLEM

Surface-Level:

- Constant inbound client emails
- Attorneys repeatedly interrupted
- Staff acting as emotional and logistical middlemen

Root Cause:

- No defined communication cadence
- No expectation-setting at intake
- No structure around when/how clients receive updates

**The firm wasn't overwhelmed by volume.
It was overwhelmed by a lack of structure.**

COST OF INACTION

- Attorney burnout and reduced productivity
- Lower-quality client interactions due to time fragmentation
- Inability to scale without adding unnecessary headcount

STRATEGIC APPROACH

Phase 1: CX Audit

- Assessed real communication patterns
- Identified breakdowns in client expectations
- Audited tone and clarity across interactions

Phase 2: Experience Design

- Built a repeatable communication cadence framework
- Created expectation-setting protocols at intake
- Designed proactive update systems

Phase 3: Implementation

- Introduced structured communication timelines
- Reworked onboarding and messaging
- Trained staff on tone, boundaries, and delivery

Ongoing CX Partnership

To ensure consistency and prevent regression, the firm transitioned into a retained advisory model.

Monthly Support

- Ongoing CX advisory via email (real-time issue resolution)
- Review and refinement of client communications
- Support for complex or high-emotion client scenarios
- Light-touch attendance at team check-ins as needed

Quarterly CX Intensives

- Performance review of communication systems
- Client feedback and behavioral pattern analysis
- Workflow optimization and refinement
- Live staff training + lunch & learns

Training & Development

- Ongoing attorney training on communication control and boundaries
- Staff coaching on managing client expectations without over-engaging
- Scenario-based training for high-conflict client interactions

Specialized Enhancements

- Development of a client resource hub to reduce repetitive inquiries
- Introduction of trauma-informed communication practices
- Integration of neurodiversity-affirming approaches for broader client support

EXECUTION HIGHLIGHTS

- Implemented proactive client update schedule
- Reduced reactive communication loops
- Standardized messaging across teams
- Created internal clarity on “who communicates what and when and how”

RESULTS

Quantitative:

- 40% reduction in inbound client emails
- 22% increase in positive client reviews

Qualitative:

- Clients felt informed without needing to chase updates
- Attorneys regained uninterrupted work time
- Staff operated with more confidence and consistency

CLIENT INSIGHT

“We thought being responsive meant being available all the time. Now we’re responsive and in control.”

Long-Term Impact

- Sustained communication consistency across all team members
- Reduced burnout and improved internal efficiency
- Scalable systems that grow with the firm

WHY THIS WORKED

Because communication wasn’t just improved, it was systemized, reinforced, and continuously refined.

If your team feels constantly interrupted, frazzled, overwhelmed, and confused, it’s not a workload issue.

It’s a structure issue, and the good news is... **that it’s fixable.**

Request a Private Consultation. Let’s talk!