

CASE STUDY: High-Volume Family Law Firm (East Coast)

The High-Volume Firm That Fixed Intake
and Stopped Leaving Money on the Table

The logo for Modern Split Media is centered on a dark blue rectangular background. The words "MODERN SPLIT" are written in a light green, sans-serif, all-caps 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, sans-serif, all-caps font.

MODERN SPLIT
MEDIA

Executive Snapshot

Client Type: High-volume family law firm

Core Challenge: Strong lead flow but inconsistent intake experience leading to low conversion and lost revenue.

Engagement Scope: Intake redesign, conversion optimization, and ongoing CX + intake advisory

Key Results:

- 35% increase in consult-to-client conversion
- Reduced intake drop-off
- Higher client confidence and decisiveness

Client Profile

- Firm Type: High-volume
- Size: Large intake and support team
- Focus: Broad family law services
- Operational Reality:
- Marketing was working. Intake was not.

The Problem

Surface-Level:

- Prospects shopping around after consults
- Inconsistent intake experiences
- Low conversion rates despite strong lead flow

Root Cause:

- Intake treated as administrative instead of strategic
- No structured consult flow
- Lack of trust-building and emotional positioning

They weren't losing leads.

They were failing to convert them.

Cost of Inaction

- Significant wasted marketing spend
- Lost high-value cases to competitors
- Intake team operating without confidence or consistency

Strategic Approach

Phase 1: CX + Intake Audit

- Reviewed intake calls and workflows
- Identified drop-off points and messaging gaps
- Assessed tone, confidence, and control

Phase 2: Experience Design

- Structured consult flow for clarity and authority
- Redesigned messaging to reduce price resistance

Phase 3: Implementation

- Trained intake team on delivery and tone
- Introduced consistent consult structure
- Aligned intake with firm positioning

Ongoing CX & Intake Partnership

Because intake is dynamic and performance-driven, the firm moved into an ongoing advisory model.

Monthly Support

- Ongoing intake call review and feedback
- Real-time advisory for challenging consult scenarios
- Messaging refinement based on client behavior (A/B Testing)
- Access via email for intake and the leadership team

Quarterly CX & Intake Intensives

- Conversion rate analysis and optimization
- Identification of new drop-off trends
- Strategic adjustments to intake process
- Live team training + role-play sessions

Training & Development

- Continuous intake team coaching
- Attorney alignment on consult expectations
- Advanced training on handling objections and pricing conversations

Specialized Enhancements

- Integration of white-label divorce coaching to support hesitant prospects
- Creation of pre-consult client education materials
- Trauma-informed intake approach to increase trust and connection

EXECUTION HIGHLIGHTS

- Introduced structured, high-conversion consult flow
- Eliminated robotic intake scripts
- Built confidence and control into intake interactions
- Improved alignment between intake and attorneys

RESULTS

Quantitative:

- 35% increase in conversion rate

Qualitative:

- Prospects more decisive and less price-sensitive
- Intake team more confident and consistent
- Stronger first impression of firm professionalism

CLIENT INSIGHT

“Now we guide decisions instead of just answering questions.”

Long-Term Impact

- Sustained conversion improvements
- More efficient use of marketing spend
- Stronger intake team performance over time

WHY THIS WORKED

Because intake wasn't treated as a one-time fix.

It became a **continuously optimized system tied directly to revenue.**

If your firm is generating leads but not converting them...

That's not a marketing problem.

That's an intake problem.

If you're ready to improve your reputation and increase revenue...

[Request a Private Consultation.](#)