

CASE STUDY: Mid-Sized Family Law Firm
(West Coast)

When a High-Growth HNW Firm Outpaced
Its Own Systems and Infrastructure

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: Mid-sized, high-net-worth family law firm (West Coast)

Core Challenge: Rapid growth led to operational inconsistencies, a fragmented client experience, and internal inefficiencies despite strong case acquisition.

Engagement Scope: Full client experience (CX) audit, system design, and implementation across intake, communication, and client journey.

Key Results:

- 37% reduction in client complaints/escalations
- 25% increase in referral consistency within 90 days
- 30% decrease in unnecessary client communication volume

CLIENT PROFILE

- **Firm Type:** High-net-worth family law
- **Size:** Multi-partner, mid-sized firm
- **Practice Focus:** Complex divorce, custody, and asset division
- **Growth Stage:** Rapid expansion (new partners + associates)
- **Operational Reality:**
 - Strong marketing. Strong legal work.
 - Internally? Everyone doing their own thing.

THE PROBLEM

Surface-Level Symptoms:

- Inconsistent client communication across attorneys
- Increased client anxiety and “check-in” behavior
- Staff overwhelmed managing expectations manually
- Referral flow becoming unpredictable

Root Cause Issues:

- No standardized client journey
- Zero alignment on communication cadence or tone
- Intake setting unrealistic or inconsistent expectations
- Attorneys functioning independently instead of within a system

Translation:

The firm didn't have a client experience strategy.
They had individual personalities running point.

COST OF INACTION

- **Revenue Leakage:** Missed referral opportunities from otherwise satisfied clients
- **Time Drain:** Attorneys and staff over-handling preventable client concerns
- **Brand Risk:** Inconsistent experience undermining premium positioning
- **Emotional Escalation:** High-conflict clients becoming harder to manage due to lack of structure

The firm was delivering strong legal outcomes, but creating unnecessary friction getting there.

STRATEGIC APPROACH

Phase 1: CX Audit

- Mapped the full client journey from intake through case resolution
- Identified breakdowns in communication, expectations, and handoffs
- Audited real client interactions for tone, clarity, and consistency

Phase 2: Experience Design

- Built a standardized Modern Split Method™ system
- Developed clear expectation-setting protocols at intake
- Created communication cadence guidelines across all case stages
- Designed client education touchpoints to reduce anxiety

Phase 3: Implementation

- Rewrote intake and onboarding processes
- Introduced structured communication timelines
- Aligned partners and associates around a unified client experience model
- Integrated systems into existing workflows (no massive tech overhaul required)
- Established feedback loops from staff and clients
- Tracked key CX metrics (complaints, communication volume, referrals)
- Refined messaging and delivery based on real-world use

ONGOING CX PARTNERSHIP

This firm transitioned into an ongoing advisory model to support continued growth and consistency.

Monthly Support

- Real-time CX advisory via email
- Ongoing refinement of client communication
- Support for complex client scenarios
- Attend leadership and team meetings as needed
- Review of evolving workflows and team alignment

Quarterly CX Intensives

- Deep-dive performance and CX audits
- KPI tracking and client feedback analysis
- Strategic planning for the next phase of growth
- Live staff training and lunch & learns
- Communication and workflow optimization

Specialized Enhancements

- White-label divorce coaching integration to support clients emotionally without overloading attorneys
- Development of a custom client resource hub to reduce repetitive questions and increase clarity
- Trauma-informed and neurodiversity-affirming communication education for attorneys and staff to better support a wider range of client needs

EXECUTION HIGHLIGHTS

- Standardized intake scripts to eliminate expectation gaps
- Reduced redundant client emails through structured updates
- Trained team on consistent tone, boundaries, and communication strategy
- Identified and eliminated key friction points across the client lifecycle

RESULTS

Quantitative:

- 37% reduction in client complaints and escalations
- 25% increase in referral consistency
- 30% reduction in client-driven email volume

Qualitative:

- Clients reported feeling more informed and less anxious
- Staff experienced reduced burnout and clearer workflows
- Attorneys regained time previously spent managing avoidable issues

CLIENT INSIGHT

“We thought our growth was the win. What we didn’t realize was how much it was costing us behind the scenes. This brought structure to something we didn’t even know we were missing.”

LONG-TERM IMPACT

- Sustainable systems that scale with firm growth
- Consistent, premium client experience aligned with brand positioning
- Stronger referral pipeline driven by client trust, not just legal outcomes

WHY THIS WORKED

Most firms try to fix client experience by “communicating more.”

That’s not the problem.

This worked because we:

- Fixed expectation gaps at the beginning
- Created structure where there was none
- Aligned the entire firm—not just one department

The result wasn’t just happier clients.

It was a more efficient, more scalable business.

**If your firm is growing but your client experience hasn’t caught up...
That gap is costing you more than you think.**

Request a Private Consultation. Let’s see what’s actually happening inside your firm.