

Lead Docket increases lead conversions at Whitley Law Firm by 49%

Accurate reporting helps this firm optimize marketing spend and boost lead conversions.



WHITLEY LAW FIRM
North Carolina Personal Injury Lawyers

Practice Area: Personal Injury

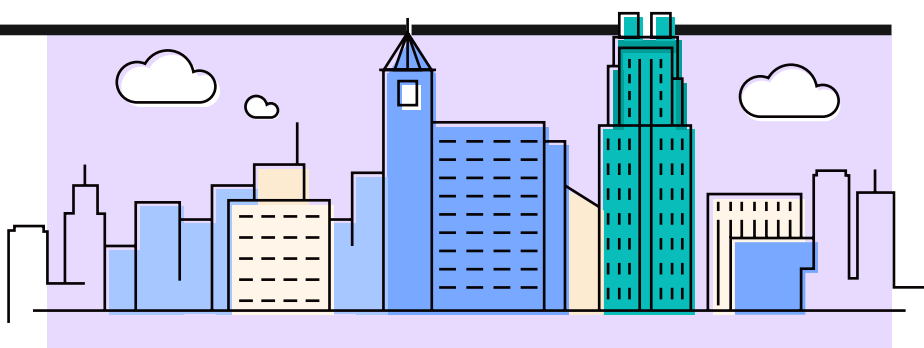
Location: North Carolina

Solutions: Lead Docket

<https://whitleylawfirm.com/>

Whitley Law Firm represents personal injury cases with their team of over 40 employees in North Carolina. As a self-described boutique firm, they focus on providing top-tier service to every lead that contacts the firm.

Kendall Knecht (firm administrator) and Aleigha Langtange (intake manager) have deep technical knowledge of practice management and lead tracking software. With 15 new employees, they've partnered to strategically manage training and prepare for long-term growth.



The Challenge

After increased demand, Whitley Law Firm knew they needed to grow their team to handle the expanded caseload and influx of leads. To set themselves up for success, they needed a system that would ease new hire training, enable communication, and keep client satisfaction as a top priority.

Their legacy system, Captorra, caused friction at Whitley Law because it was unable to change for their expanded workflow and lacked key customizations. They turned to Lead Docket as the best software to streamline their training process for new employees, improve their relationships with prospective clients, and close more deals.

49% increase
in converted leads

90% of leads
signed every month

15 employees
added to the workforce

In the first year of implementing Lead Docket, Whitley Law has increased lead conversions by 49%, have added 15 new support staff, and continue on their growth trajectory with expanded caseloads.

How Lead Docket enables Whitley Law Firm to grow its practice.

“Our marketing sources are 100% accurate and we can see what ads are currently running and what we are paying for. We track our marketing ROI completely in Lead Docket.”

- Kendall Knecht

100% accurate marketing sources

Before Lead Docket, Kendall spent a lot of time trying to calculate the firm’s marketing ROI. Now she and Aleigha rely on Lead Docket to automatically keep track of the numbers for them.

Whitley Law had issues with spam and fake leads, making their data unreliable prior to Lead Docket. Now they have customizable and accurate reporting with minimal effort.



Lead Docket helps us identify and disregard spam so it doesn’t hurt our conversion rates. With Captorra we couldn’t do that. We had a lot of fake leads skewing our reports.

- Aleigha Langtange

Better conversion rates, lower costs

Within the first year of switching to Lead Docket, Whitley Law Firm saw their annual converted leads rise 49%. Now, with accurate tracking, their monthly conversion rate ranges from 90-100% every month. The ability to sift through spam helps them report with higher accuracy and optimize their marketing spend.



I could track the conversion rate previously with Captorra, but it was a lot of math. I would have to add up how many calls we had and how many we wanted, but now I know I can access accurate reports in Lead Docket without wasting time on doing the math.

- Kendall Knecht

Improved communication

As the intake team at Whitley Law grew, it was difficult to keep track of prospect and client interactions. Now, Aleigha’s team communicates with each other directly in Lead Docket with the notes tab to ensure nothing slips through the cracks.



Our notes in Captorra were difficult to access and the interface was not formatted well. It’s nice to be able to go in and see when the last conversation was and what was spoken about. If an attorney sends an email, we can copy it over to Lead Docket so it’s all documented.

- Aleigha Langtange

“It is a lot easier to communicate back and forth with the client using the Lead Docket messages tab. You have it all right there in front of you.”

- Aleigha Langtange

Internal communication is not the only benefit of Lead Docket at Whitley Law. It also helps Aleigha’s team stay on top of their leads to ensure each person is taken care of.

Intake fit for unique workflows



With a long-term mindset, Aleigha was looking for a software solution that could grow and change as her team grew and changed.

Our case criteria is a little more strict than other firms. We think of ourselves as a boutique firm, so customizing our intake helps us to generate better-qualified leads so we can spend our time where it matters the most.

- Kendall Knecht

**See how we can help your firm grow with a free demonstration.
Call us at 801-657-5228.**

leaddocket.com/whitley-law/