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Jay Jackson's Six Sigma Approach To Improving Front-End Intake: For Mass Tort And Personal Injury Law Firms

Jay Jackson's **Six Sigma** Approach to:
“Front-End Intake”
For Mass Tort and
Personal Injury Law Firms



Conversion Protocols

Evaluation Methodology **Measurements** **Criterion**

Analyze Lead Quality Analyze Case Quality

Listening = 9.6
Empathy = 7.4
Enthusiasm = 5.7

Call Backs = 42%
Try Calls = 10%

Initial Call/Follow Up Referrals/Decisions Retained/OPENED

Contracts Out Follow-Up 2 Contracts Transferred 62

Lead to Case Conversion 72%

Process Capacity
Min Hours: 100
Call Center Not Over Budget: 25K

Tracking and Reporting
Data Sample Size = 1634
Analysis of Variance (F -- 88%)

Key Process Indicators

A HOLISTIC SOLUTION FOR
TURNING LEADS INTO CASES,
OPTIMIZING INTAKE DEPARTMENTS,
AND INCREASING LAW FIRM ROI

Written by:
Jay Jackson and Dr. Michael McAler



Synopsis

The Opus Intake Solution is a comprehensive lead management and intake system designed to maximize lead conversion, optimize the overall efficiency of intake departments and increase the return on marketing investment and overall profitability for the firm. By incorporating powerful Six Sigma principals into our proprietary, hands-on approach, the OPUS Intake Solution impacts the entire culture of the law firm, installing a system that continuously self-improves while keeping intake numbers at their highest levels possible.

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