

For illustration purposes only. A composite firm, not a real engagement. Every figure below is invented to show the format.

REPORT LS-SAMPLE-0001

For illustration purposes only

Intake Leak Audit

Composite personal-injury firm, 8 attorneys, one office. Test window 2026-08-03 to 2026-08-16.

FIRM	Composite PI firm (no real firm)
REPORT ID	LS-SAMPLE-0001
AUTHORIZATION	AUTH-SAMPLE-01, signed 2026-07-30
TEST WINDOW	2026-08-03 → 2026-08-16
PREPARED	2026-08-19
TIMES SHOWN IN	Firm's local time, 24-hour

TEST CALLS ANSWERED LIVE 8 of 24 6 of 8 in business hours; 2 of 16 at lunch, after hours and weekends.	WEB FORMS ANSWERED WITHIN 5 MIN 1 of 6 Timed from submit to first response by a person or system.
CHATS ANSWERED BY A PERSON WITHIN 5 MIN 1 of 3 Timed from first message to a human reply.	TEST CONTACTS REACHED WITHIN 5 MIN 10 of 33

23 of 33 went unanswered or waited more than 5 minutes.

GUARANTEE CHECK

23 of 33 test contacts went unanswered or waited more than 5 minutes. The refund applies below 2. No refund due.

LEAKED FEES / MONTH · ESTIMATE

\$34,729

\$416,748 / year. Inputs in section 4.

SECTION 1

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Methodology and authorization

What we tested, under what authority, and how each outcome is defined.

Scope named in authorization AUTH-SAMPLE-01				
CHANNEL	WHAT	CONTACTS	WINDOWS	
Phone	Main line and 2 tracking numbers (Google Ads, TV spot)	24	Business, lunch, after	
Web form	Homepage contact form	6	Business, lunch, after	
Chat	Website chat widget	3	Business, lunch, we	
Excluded	Google Local Services Ads (the firm would be billed)	0	—	
Total		33		

Business	Lunch
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Mon–Fri 09:00–12:00 and 13:00–17:00	Mon–Fri 12:00–13:00
After hours Mon–Fri 17:00–09:00	Weekend Sat–Sun, all day
 Answered A person began intake within one ring cycle. Time to answer is from first ring.	 Missed Voicemail, or rang out with no voicemail. A callback after more than 5 minutes stays missed.

- ☐ **Scripted test callers.** Each describes an invented incident. No real matter was discussed.
- ☐ **Not recorded.** The firm did not request recording. We logged timestamps, time to answer and outcome only.
- ☐ **Callbacks watched for 72 hours** after each missed test contact.
- ☐ **Cleanup list** of every test contact is in Appendix A.

SECTION 2

For illustration purposes only

Test-call log

24 calls, in order. 8 of 24 answered live.

BUSINESS 6 of 8 answered live	LUNCH 1 of 4 answered live	AFTER HOURS 0 of 5 answered live	WEEKEND 1 of 7 answered live
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ID	DATE	TIME	WINDOW	LINE	TO ANSWER
T-01	2026-08-03 Mon	09:42:18	Business	Main (555) 010-2200	00:30
T-02	2026-08-03 Mon	12:21:05	Lunch	Google Ads (555) 010-2291	
T-03	2026-08-03 Mon	18:47:33	After hours	Main (555) 010-2200	
T-04	2026-08-04 Tue	10:15:51	Business	Google Ads (555) 010-2291	00:00
T-05	2026-08-04 Tue	12:44:12	Lunch	Main (555) 010-2200	
T-06	2026-08-04 Tue	21:03:27	After hours	TV spot (555) 010-2305	
T-07	2026-08-05 Wed	11:30:02	Business	TV spot (555) 010-2305	
T-08	2026-08-05 Wed	12:08:46	Lunch	Main (555) 010-2200	00:45
T-09	2026-08-05 Wed	19:26:14	After hours	Google Ads (555) 010-2291	
T-10	2026-08-06 Thu	14:55:39	Business	Main (555) 010-2200	00:20
T-11	2026-08-06 Thu	23:11:08	After hours	Main (555) 010-2200	
T-12	2026-08-07 Fri	12:36:57	Lunch	TV spot (555) 010-2305	
T-13	2026-08-07 Fri	16:38:20	Business	Google Ads (555) 010-2291	00:30
T-14	2026-08-08 Sat	10:04:45	Weekend	Main (555) 010-2200	00:50
T-15	2026-08-08 Sat	15:22:10	Weekend	Google Ads (555) 010-2291	
T-16	2026-08-09 Sun	11:47:36	Weekend	Main (555) 010-2200	
T-17	2026-08-09 Sun	20:15:03	Weekend	TV spot (555) 010-2305	
T-18	2026-08-10 Mon	09:18:29	Business	Main (555) 010-2200	00:30
T-19	2026-08-10 Mon	17:52:41	After hours	Google Ads (555) 010-2291	
T-20	2026-08-11 Tue	15:40:07	Business	TV spot (555) 010-2305	
T-21	2026-08-12 Wed	13:26:58	Business	Google Ads (555) 010-2291	00:45
Answered live					

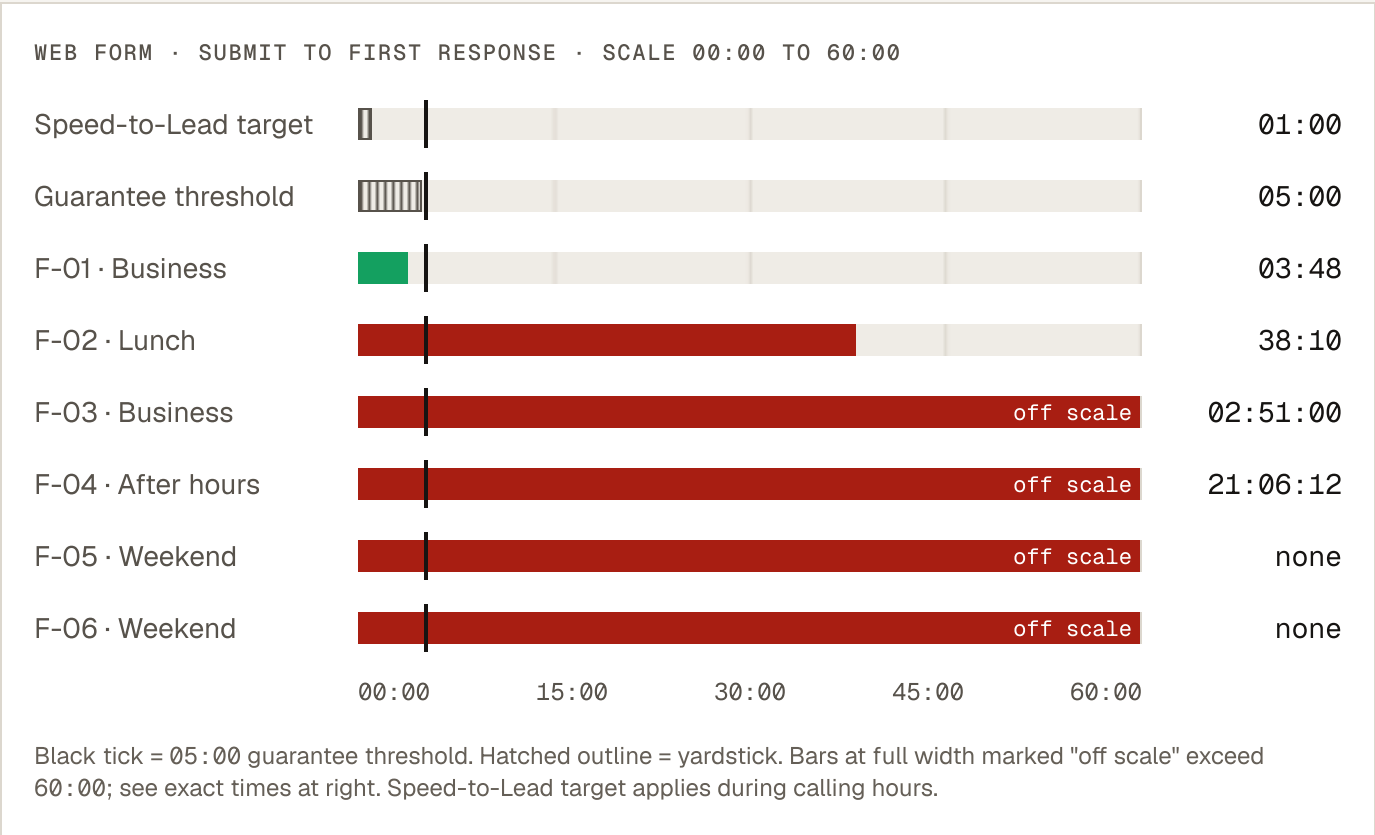
ID	DATE	TIME	WINDOW	LINE	TO ANSWER
T-22	2026-08-15 Sat	09:33:14	Weekend	Main (555) 010-2200	
T-23	2026-08-15 Sat	13:10:25	Weekend	Google Ads (555) 010-2291	
T-24	2026-08-16 Sun	16:05:50	Weekend	Main (555) 010-2200	
Answered live					

SECTION 3

For illustration purposes only

Timing: web forms and chat

Web forms: 1 of 6 got a response within 5 minutes. Chat: 1 of 3 got a person within 5 minutes. Median time to answer on answered calls: 00:26.



CHAT · FIRST MESSAGE TO HUMAN REPLY

C-01 · Business		02:30
C-02 · Lunch		19:04
C-03 · Weekend	off scale	none

ID	DATE	SENT	WINDOW	FIRST RESPONSE AFTER	OUTCOME
F-01	2026-08-04 Tue	10:14:05	Business	00:03:48	✔ WITHIN 5 MIN
F-02	2026-08-05 Wed	12:31:40	Lunch	00:38:10	✘ OVER 5 MIN
F-03	2026-08-06 Thu	16:22:10	Business	02:51:00	✘ OVER 5 MIN
F-04	2026-08-07 Fri	19:45:33	After hours	21:06:12	✘ OVER 5 MIN
F-05	2026-08-08 Sat	11:02:18	Weekend	none in 72 h	✘ NO RESPONSE
F-06	2026-08-09 Sun	21:10:44	Weekend	none in 72 h	✘ NO RESPONSE
C-01	2026-08-03 Mon	11:05:12	Business	00:02:30	✔ WITHIN 5 MIN
C-02	2026-08-05 Wed	12:48:09	Lunch	00:19:04	✘ OVER 5 MIN
C-03	2026-08-08 Sat	20:30:55	Weekend	none in 72 h	✘ NO RESPONSE

SECTION 4

For illustration purposes only

Leak math

Every input is visible and sourced. Fees to the firm, not settlement values. Change any input and the result changes with it.

	Inbound calls to intake lines / month Firm call tracking, 90-day average	420
×	Share arriving at lunch, after hours or weekends Firm call tracking → 126.0 calls	30.0%

×	Unanswered in those windows This audit: 14 of 16 test calls → 110.2 calls	87.5%
×	Share that are new-case inquiries Firm CRM, 90 days → 38.6 inquiries	35.0%
×	Callers who don't call back or reach the firm later Stated assumption → 19.3 callers	50.0%
×	Sign rate on qualified new-case calls Firm CRM, 90 days → 3.86 signed cases	20.0%
×	Average attorney fee per signed case Firm fee records. Fees, not settlements.	\$9,000

LEAKED FEES / MONTH

\$34,729

3.86 signed cases × \$9,000

LEAKED FEES / YEAR

\$416,748

Monthly estimate × 12.

What this leaves out: business-hours calls, web forms and chat. Section 3 shows they leak too, so this estimate is on the low side of what the test data shows.

The 50.0% "don't call back" rate is a stated assumption, not a measurement. Replace it if your call tracking shows repeat callers.

SECTION 5

For illustration purposes only

Compliance risk flags

Observations for your counsel's review. These are not legal advice or a legal opinion. Your counsel decides what, if anything, to change.

FLAG	AREA	WHAT WE OBSERVED	WHY IT'S FLAGGED
CF-01	Web-form consent	The contact form has no consent language covering calls or texts from automated systems.	Relevant before any automated callback is switched on.
CF-02	After-hours greeting	The voicemail greeting on the main line promises "no fee unless we win" with no further terms.	Check against your state bar's advertising rules.
CF-03	Weekend conflict screening	On T-14, the person answering asked for injury details and the insurer before any conflict check.	Prospective-client information collected before conflicts are cleared.
CF-04	Recording notice	The TV-spot tracking line played no recording notice. The firm's call-tracking settings show recording on.	Recording-consent rules differ by state.
CF-05	Chat transcript retention	The chat vendor's public terms state no retention period for transcripts.	Confidentiality of prospective client information.

SECTION 6

For illustration purposes only

Competitive benchmark

Public signals only: websites and Google Business Profiles, checked 2026-08-12. No test contacts were placed with other firms. Competitors are composites and not named.

PUBLIC SIGNAL	COMPETITOR A	COMPETITOR B	COMPETITOR C	YOUR FIRM
Phone hours stated on website	24/7	24/7	Mon–Fri 08:00–18:00	Mon–Fri 08:00–18:00
Google Business Profile hours	Open 24 hours	Open 24 hours	Mon–Fri	Mon–Fri

PUBLIC SIGNAL	COMPETITOR A	COMPETITOR B	COMPETITOR C	YOUR FI
Live chat on website	Yes	Yes	No	Yes
Online consult booking	Yes	No	No	No
Text-us option on website	Yes	Yes	No	No
Spanish-language intake page	Yes	No	Yes	No

Stated hours and features only. A listing that says "open 24 hours" was not tested and may not be answered.

SECTION 7

For illustration purposes only

Remediation roadmap and quote

In order of leaked fees recovered first. Each step has the measure we report on.

STEP	WHAT	WHEN	MEASURED BY
1	Front Desk on lunch, after-hours and weekend calls	Weeks 1-2	Answered-live fraction in those windows, weekly (audit baseline: 2 of 16)
2	Conflict screen moved to the start of every new-case call	Weeks 1-2	Share of new-case calls with a conflict check before facts
3	CRM write-back of intake answers, transcript and outcome	Week 2	Share of new-case calls with a complete CRM record
4	Speed-to-Lead on the web form, after counsel reviews CF-01	Week 3	Form-to-call time during calling hours (audit baseline: 1 of 6 within 5 min)
5	Weekly tuning on real calls, with a written report	From week 4	Answered, booked and signed, counted from the tape

Fixed build: Front Desk, Speed-to-Lead, CRM write-back	\$7,500
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Intake Leak Audit credit	-\$1,000
Due at build	\$6,500
Monthly: operation, weekly tuning and reporting	\$2,000

Quote valid for 30 days from 2026-08-19. Step 4 starts only after your counsel has reviewed flag CF-01.

Cleanup list: every test contact

Remove these from your CRM and call tracking. 33 entries.

T-01 · 2026-08-03 09:42:18 · test caller (555) 010-0141	T-14 · 2026-08-08 10:04:45 · test caller (555) 010-0154
T-02 · 2026-08-03 12:21:05 · test caller (555) 010-0142	T-15 · 2026-08-08 15:22:10 · test caller (555) 010-0155
T-03 · 2026-08-03 18:47:33 · test caller (555) 010-0143	T-16 · 2026-08-09 11:47:36 · test caller (555) 010-0156
T-04 · 2026-08-04 10:15:51 · test caller (555) 010-0144	T-17 · 2026-08-09 20:15:03 · test caller (555) 010-0157
T-05 · 2026-08-04 12:44:12 · test caller (555) 010-0145	T-18 · 2026-08-10 09:18:29 · test caller (555) 010-0158
T-06 · 2026-08-04 21:03:27 · test caller (555) 010-0146	T-19 · 2026-08-10 17:52:41 · test caller (555) 010-0159
T-07 · 2026-08-05 11:30:02 · test caller (555) 010-0147	T-20 · 2026-08-11 15:40:07 · test caller (555) 010-0160
T-08 · 2026-08-05 12:08:46 · test caller (555) 010-0148	T-21 · 2026-08-12 13:26:58 · test caller (555) 010-0161
T-09 · 2026-08-05 19:26:14 · test caller (555) 010-0149	T-22 · 2026-08-15 09:33:14 · test caller (555) 010-0162
T-10 · 2026-08-06 14:55:39 · test caller (555) 010-0150	T-23 · 2026-08-15 13:10:25 · test caller (555) 010-0163
T-11 · 2026-08-06 23:11:08 · test caller (555) 010-0151	T-24 · 2026-08-16 16:05:50 · test caller (555) 010-0164
T-12 · 2026-08-07 12:36:57 · test caller (555) 010-0152	F-01 · 2026-08-04 10:14:05 · web form · "Test Contact F-01"
T-13 · 2026-08-07 16:38:20 · test caller (555) 010-0153	F-02 · 2026-08-05 12:31:40 · web form · "Test Contact F-02"

F-03 · 2026-08-06 16:22:10 · web form ·
"Test Contact F-03"
F-04 · 2026-08-07 19:45:33 · web form ·
"Test Contact F-04"
F-05 · 2026-08-08 11:02:18 · web form ·
"Test Contact F-05"
F-06 · 2026-08-09 21:10:44 · web form ·
"Test Contact F-06"

C-01 · 2026-08-03 11:05:12 · chat · "Test
Contact C-01"
C-02 · 2026-08-05 12:48:09 · chat · "Test
Contact C-02"
C-03 · 2026-08-08 20:30:55 · chat · "Test
Contact C-03"

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