





Kenneth S. Nugent, P.C. Attorneys at Law

 Ken Nugent created one of the **Southeast's largest law firms** devoted entirely to representing injury victims and their families, with **eight offices** scattered across Georgia employing more than **200 employees** and **47 attorneys**.


Amelia Goes to Work


 The law firm wanted to **improve efficiencies**, enhance customer service and **give hours back to busy staff**.


 The firm hired Amelia in **January 2020** to fill the role of a digital legal assistant to support clients of Nugent's eight offices across Georgia and surrounding states. **Amelia offloads administrative duties** for hundreds of intake workers, case managers, paralegals and attorneys at the firm, further improving the client experience, minimizing delays and helping client managers build better cases.

 She provides case manager assistance, customer portal support and phone-based customer inquiry support. **Amelia has become the first point of contact for clients over the phone**. She is able to identify current clients and automatically connect them to the relevant member of the team handling their case.

Results

 Amelia handles 40,000 web visitors. Visitors are uniquely **welcomed to the website with a tailored message based on the page they entered**. She is able to handle existing clients with legal team questions. Even more powerful is her ability to qualify potential new cases.

 She answers **100% of all inbound phone calls from 25 different phone lines**. Amelia is able to complete **65%** of those calls without transferring to a receptionist.

 Amelia has directly signed nearly **3,000 clients** to the firm.


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Amelia is massively alleviating the demands on our case workers by removing mundane and time-consuming tasks.

It's like giving a personal assistant to each of our case managers, so they can spend more time connecting with our clients and building winning cases.”

Ken Nugent,
Founder and Attorney at Kenneth S.
Nugent, P.C. Attorneys at Law

Future

 The law firm plans to use Amelia to generate letters and email messages to concerned parties, further supporting the case management team.

 The law firm also intends for Amelia to make outbound calls to clients, which will **save an average of 60,000 to 75,000 hours per year** in case management.