



Case Study Christiaan van Niekerk

High-Quality Leads
that Save Time, Gain Clients

About Christiaan van Niekerk



Practice Area

Bankruptcy Law



Challenge

Efficiently winnowing out the tire kickers



Location

New York

| Challenge

Finding the best prospects in the midst of practicing law and running the firm.

As a solo practitioner, Christiaan van Niekerk understands that time truly is the most valuable commodity. The multi-tasking bankruptcy lawyer was too busy representing clients and running his Schenectady, New York law practice to spend hours on the phone. But that is exactly what he found himself doing to keep up with time-wasting leads that often went nowhere. He was contacting individuals who had perhaps signed up on a credit-building website but were not yet considering bankruptcy. Meanwhile, these same contacts were getting calls from other bankruptcy attorneys who were calling multiple times a day.

Christiaan van Niekerk's law office consists of a small staff that leaves van Niekerk — like so many fellow solo practitioners — handling marketing and managing the firm's digital presence on his own. During busy days filled with court appearances, client calls, and document prep, he has little time left over to make calls to potential clients.

He also found he was spending scarce marketing resources on lead services that resulted in few conversions. He was frustrated by a poor return on investment and stretched to the limit to find time to run the day-to-day of his practice — let alone spend precious hours making fruitless calls.

| Solution

A robust website conversion tool made the difference.

Although the firm's site was well-designed and included a contact form, van Niekerk knew he needed to do more to convince clients to contact the firm. He also sensed that most clients simply didn't take the time to search for the contact form on the site and type a long email explaining their financial and personal circumstances. So, when an Ngage representative suggested Live Chat, he was ready to try a more dynamic method of engaging visitors to the firm's site.

The set-up process was smooth and required little training for him and his staff. Before adding Ngage Live Chat to his site, Niekerk was often unable to respond quickly to every inquiry he received through his site, email or phone calls. Studies show that customers expect you to reply within moments, and on live chat, visitors to your site will wait just seconds.

Van Niekerk learned that Ngage requires its operators to undergo rigorous training so that they are able to engage with visitors in a dynamic way with the goals of determining the reason they visited the firm's site and gathering contact information. Van Niekerk liked the idea of pulling in visitors who were actively seeking information about bankruptcy and legal representation, rather than wasting time on dead-end leads.

The Ngage team generated a chat code specifically for the site and updated the chat operators with all the firm details. As with all Ngage Live Chats, van Niekerk's site visitors could now talk to a trained, live operator 24 hours a day, seven days a week. Operators could answer basic questions about the firm while urging potential clients to contact van Niekerk with their bankruptcy-related questions.



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| Results

A dramatic increase in quality leads that convert into clients.

Once Ngage Live Chat was up and running on van Niekerk's site in October 2015, he immediately noticed the difference between the contacts he was now getting from his site compared to the other marketing methods he had tried. And although contacts from visitors to the firm's site increased by 44 percent, to van Niekerk, the most dramatic change was in the quality of leads he was getting — not the quantity.

“With Ngage, the ROI is a no brainer. It's immediate, and nearly 9 out of 10 contacts result in a conversion,” he says. “Ngage actually engages the client until the client says ‘Yeah, I have a problem, I have a need, and I want to speak to someone.’ And I've looked at the transcripts — the operator doesn't take the genie out of the bottle by telling them a solution, they tell the client, ‘Listen, your best bet is to connect to this lawyer, and I can connect you right now.’ If van Niekerk is unavailable because he's in court or talking to another client, he has all their information in front of him so he can pick up the conversation where the Ngage operator left off once he has time.”



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Because Ngage operators are online 24/7, van Niekerk never worries about missing a contact. “Sometimes contacts don't get us. We are just too busy,” he explains. “But even if they don't reach us, we have a transcript, and they have now engaged with a very polished person on the other end of the line who's very professional and educated. You can tell the operators know how to deal with people.”

Almost immediately, the Schenectady lawyer noticed a profound change from the days when he was spending valuable time chasing fruitless leads. “I just started seeing these Ngage leads come in,” he recalls. “I just know when the leads first came in, they were so good...it was such a difference.”

“We don't have the luxury of time,” he explains. “So if you can't allocate (chasing leads) to a member of your staff or if they're just too busy, you are the one trying to make all these calls. Ngage eliminates that problem. Ngage takes that opportunity and does that homework for you, then connects the client directly to you.”

Convert more website visitors into clients.

Get more, quality leads today

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Ngage Live Chat is powered by Martindale-Avvo, the largest legal marketing network helping attorneys grow their practice through exposure to 25 million consumers monthly. We drive prospects to attorneys with real-time lead generation, online legal profiles, live chat, website services, and lead intake and management tools.

OUR LEGAL MARKETING NETWORK

