

ETHICS OF CLIENT INTAKE



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INTAKE PROCESS

Potential Pitfalls



INTAKE PROCESS

Sources

Web Chat



Web Form



Call Center



Conversation



Outcome

Sign



Refer



Reject



The background of the image is a black canvas filled with vibrant, multi-colored light trails. These trails, in shades of red, orange, yellow, green, and blue, originate from a point on the left and sweep outwards towards the right, creating a sense of rapid motion and energy. The trails are blurred and overlapping, giving the impression of a long-exposure photograph of light or a digital data visualization.

WHAT
IS
REASONABLE???

INTAKE PROCESS

Sources

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Web Form



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Outcome

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Refer



Reject



Potential Pitfall: Outsourcing

Rule 1.1: Duty of Competence

- Technology

Rule 5.3: Responsibilities regarding non-lawyer assistance

- Outside the firm



Best Practice:
Develop a due diligence
checklist for vendor
selection.

INTAKE PROCESS

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Potential Pitfall: What is Said

Rule 7.1: Communications regarding a lawyer's services

- No false or misleading statements


Rule 5.3: Responsibilities regarding non-lawyer assistants

- Within the firm: *appropriate instruction and supervision*



Best Practice: Use technology to

☰

 GrowPath

Open a matter using client name, phone number, or other identifying information.

🔍

📄

☰

+

🕒 Intake #
1172518

👤 Client
Mr Client Demo (33)

📄 Intake Type
Intake: Auto

📄 Intake Status
Turndown Pending

📅 Intake Created
05/30/18 02:15pm

🏷️ Tags

📌 Want

👤 Admin F/U

📊 Lead Score
DQ

🚩

⋮

Intake: Auto
#1172518
Client Demo

+

📝 Quick Notes

Enter miscellaneous info about the intake here, such as:

Full Contact Details

Title	First Name	Last Name	Suffix
Mr	Client	Demo	
Nick Name		Potential Client Type	
jan		Self	
Language	Gender		
English	Male		
Race	Date Of Birth		
White	01/01/1985		
Email			
tommy@growpath.com			
Street Address			
13743 N Gray Rd.			
City	State	Zip Code	
Carmel	IN	46033	
Referred By	Marketing Source		
	Television		

Documents

Reminders (0 / 0)

Notes (0 / 0)

Involvements

Follow Up in Writing

Send a turndown letter within 24 hours to all potential clients who are rejected.

✕

Potential Pitfall: Conflicts

**Rule 1.7: Conflicts of Interest: Current
Clients**



Best Practice: Make it easy. Show your



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INTAKE OUTCOME

Potential Pitfall: Signing Problem
Clients

It's all about
risk management.



Best Practice:

Develop risk management formula.



INTAKE OUTCOME

Potential Pitfall: Expectations

Is there or isn't there an
attorney-client relationship?



Best Practice:

Clearly communicate and document next steps.

GrowPath

Open a matter using client name, phone number, or other identifying information.

Intake #
1172528

Client
Rob Gronkowski ()

Intake Type
Intake: Auto

Intake Status
New

Intaker
GALLER

Intake Created
10/16/18 12:38pm

Tags

Want

Admin F/U

Lead Score
255

Intake: Auto
#1172528
Rob Gronkowski

+

Quick Notes:

Enter miscellaneous info about the intake here, such as information about the caller if they are not the same as the potential client.

Full Contact Details

Title	First Name	Last Name	Suffix
	Rob	Gronkowski	
Nick Name	Potential Client Type		
	Self		
Language	Gender		
English	Unknown		
Race	Date Of Birth		
Unknown	mm/dd/yyyy		
Email			
Street Address			
City		State	Zip Code
Referred By		Marketing Source	
Phone #	Type	Extra Info	

Documents

Requests (0 / 0)

Clear filters

Mail Merge

Add

No Requests

Files (0 / 0)

Reminders (0 / 0)

Notes (0 / 0)

Involvements



CLIENT
INTAKE

+

CASE
MANAGEMENT

+

ANALYTICAL
TOOLS

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