

Lightico's Compliant Journey Automation for Legal Teams

The Problem: Slow Client Onboarding and Servicing

Efficiency and professionalism are the cornerstones of a successful law firm. Unfortunately, many law firms still suffer from slow, inefficient processes that require in-person signatures, faxing, costly overnight mail, and back-office work to collect signatures, documents, and stipulations. These outdated processes drive up costs, delay processes, and leave clients frustrated and unsatisfied.

But there is a better way. Lightico simplifies and

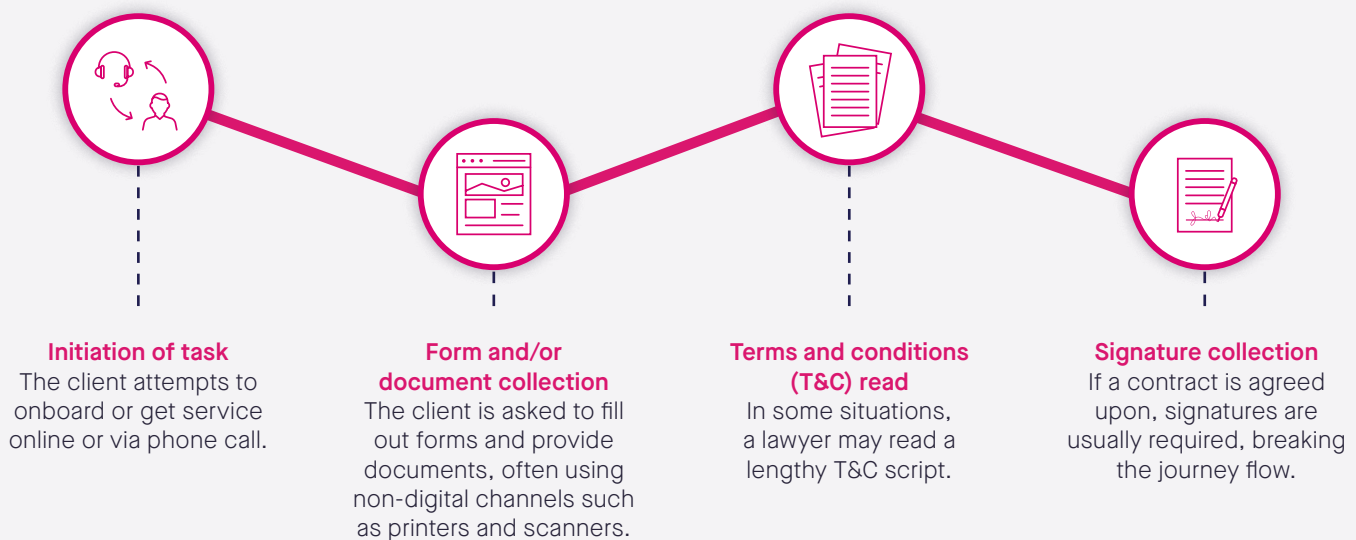
automates client-facing processes, so signatures, documents, and payments can be collected digitally and instantly without the need for faxing, overnight mailing, waiting for emails, or in-person meetings.

With Lightico, clients can submit all documentation and signatures in real-time from any device. Lightico makes customer processes more efficient, so law firms can reduce back-office work and focus on more profitable activities.

The Stages of a Typical Legal Journey

Legal processes are often complex and challenging for clients to complete quickly, compliantly, and remotely. Hard-to-fill paper forms and bulky PDF documents add unacceptable frustration to personal injury, class action, and mass tort journeys.

This is illustrated by the typical stages of legal interactions:



The Challenges of Traditional Legal Interactions



Lack of visibility

Clients rarely have visibility into the process that awaits them, whether it's onboarding or receiving services. Often clients think they are done, only to be hit with additional requests for supporting documents.



Associate variability

Associates with varying experience and skill levels have to stop and think about which documents are required from which clients — impacting timeliness and onboarding success rates.



Dynamic compliance rules

Compliance rules can be changed at any time, and legal teams' processes must always reflect updated regulations.



High client expectations

Modern consumers expect a visual, fast, and intuitive experience, thanks to their regular exposure to brands such as Amazon and Apple. Choppy legal processes won't cut it.

As we've seen, law teams' processes are often characterized by manual, cumbersome interactions that fall short of today's digital standards. This can have a detrimental impact on the KPIs legal teams value the most, leading to:

Inefficient compliance

Processes are prolonged, and misunderstandings are rampant.

Low NPS

Net Promoter Score (NPS) is negatively impacted during both onboarding and ongoing interactions.

Low eNPS

Associates are dissatisfied due to choppy and ambiguous processes.

Poor conversions

Disjointed onboarding leads potential clients to drop off from the process due to confusion and frustration.

Inconsistent compliance

Associates are at risk of asking for insufficient (or unnecessary) supporting documents due to changing industry standards.

Churn risk

Clients who struggle to interact with the legal team quickly and digitally are less likely to sign retainers.

The Solution: Smart and Digital Legal Workflows

Lightico has re-imagined traditional legal processes for the digital era by allowing legal associates to easily and collaboratively interact with clients during onboarding and ongoing services.

The Lightico platform streamlines entire legal processes by integrating these core capabilities:

The eForms app interface displays a contact form for Jane Doe. It includes fields for phone number (432 536 0001), email (janedoe@gmail.com), address (123 North State St., Lansing, MI 00000), and date of birth (02-08-1989). There is a checkbox for "Have you previously consulted with or hired another lawyer to bring a legal claim against ACME?" with "Yes" and "No" options. A green "SUBMIT" button is at the bottom.

Smart Intake Forms

Convert clunky PDF and paper forms into smart, intuitive, mobile-friendly eForms.

Results: Faster time to sign new qualified leads.

The eSignature app interface shows a "Sign Here" screen with a signature capture area. A signature "Jane Doe." is visible. Below the signature are "SAVE" and "CLEAR" buttons.

Real-time eSignatures

Customers easily provide consent through legally-binding, mobile-optimized eSignatures.

Results: Better compliance, improved NPS.

The ID Verification app interface shows a "Verify" screen with a driver's license image. The license is for Jane Doe, Washington, with ID number AA 0123456789. A green "VERIFY" button is at the bottom.

ID verification

Collect & verify customer identity in real-time for KYC and reduced fraud risk.

Results: Better alignment, higher closure rate, and lower cancellations.

The Doc Collection app interface shows a "Pay Slip" and a "P&C Auto" invoice. The pay slip includes a table of charges. The invoice is for John Doe, dated 01/01/2020. A green "SUBMIT" button is at the bottom.

Document collection

Share & collect documents, disclosures, stipulations and images with customers in real-time.

Results: Improved completion rates, better compliance, higher NPS.

The Secure Payments app interface shows a "Secure Payments" screen. It displays the total amount due (\$200.00) and payment options (Visa, Mastercard, American Express). A green "PAY" button is at the bottom.

Secure payments

Collect PCI-compliant payments in the moment, without IVRs, portals or payment gateways.

Results: Improved completion rates, better compliance, higher NPS.

The Shared Review app interface shows a "Shared Review" screen with a "YOUR BILL" section. It includes a table of charges and a "Pay Now" button. A green "PAY" button is at the bottom.

Shared review

Clients and associates co-view the client's contract at the end, adding a final layer of clarity and cementing trust.

Result: Slashed post-call cancellation rates.

Automated Workflows For a Fast and Compliant Client Journey

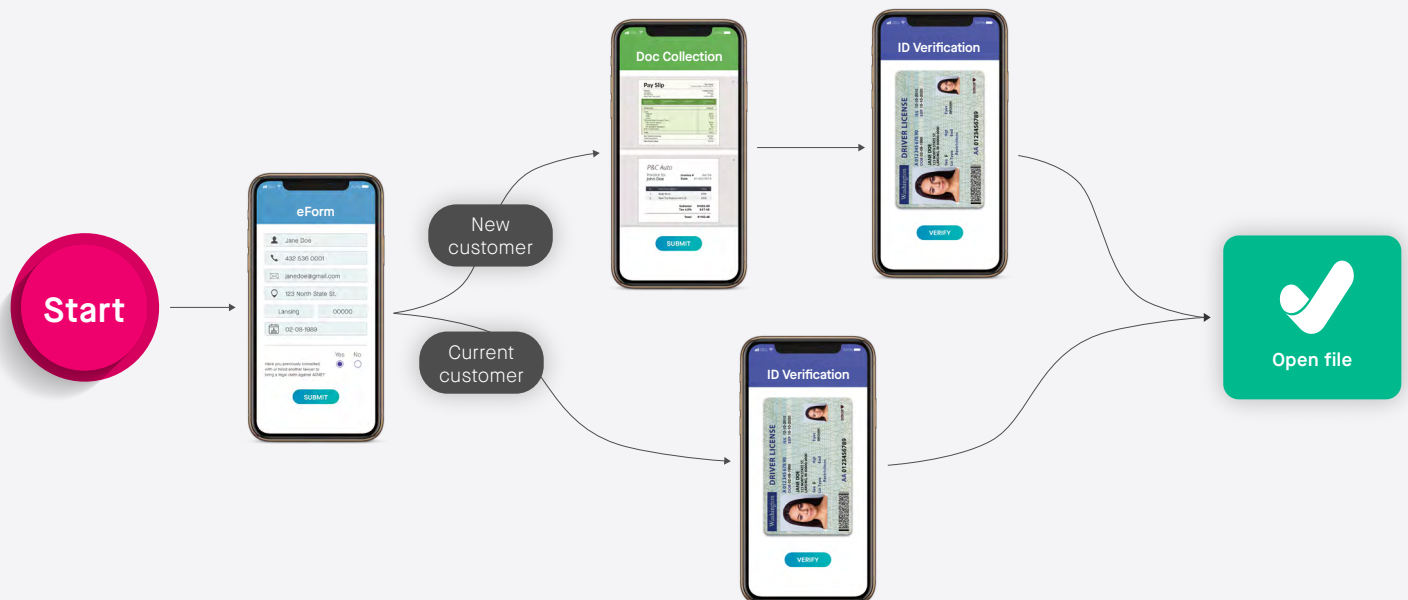
Traditional solutions force legal teams to turn to their IT department each time they want to make a change, and in many cases, a change request needs to be raised with the vendor. This leads to inefficiencies and potential compliance lapses.

In contrast, we believe in empowering the people who know the processes best to make immediate adjustments to workflows and other configurations without delay.

Legal teams that deploy Lightico's solution benefit from zero coding requirements from IT and development teams. Providers easily configure and update workflows, forms, and fields from a user-friendly, drag-and-drop admin console.

Optimize Onboarding and Ongoing Services With Automated Workflows

No-code workflows enable easy configuration of entire client journeys. Add key capabilities and conditions to workflows to optimize KPIs in an agile way.



85%
Faster
Turnaround Time

43%
Higher
Completion Rates

15%
Reduced
Costs

Schedule Your Live Demo

to see how automated workflows
simplify every customer journey

[Request a Demo](#)



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Consultant in Legal Services ★★★★★ 5/5

"Lightico is easy and accessible for agents and clientele"

"I enjoy being able to converse in the session with a client, and having access to the document right at our finger tips. Everything is place in the program to benefit ourselves and the person on the other end perfectly."



Capterra



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Francis R. ★★★★★ 5/5

"Great Piece of Software"

"Overall, Lightico has greatly improved my day-to-day working life. It has made things much easier, simpler and quicker. It is easy to fill in the documents required in a prompt manner to send to a customer for them to approve themselves and provides a better experience for both the customer and ourselves using it."

Trusted by Industry Leaders



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About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, eSignatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions in the last mile of the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.

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