

CASE STUDY · IMPACT ASSISTANT

# A Great Hire Who Kept Getting More Valuable

A lean law firm hired one Impact Assistant for intake and phone coverage. Within weeks, he was trusted with review generation and follow-up, the work that quietly decides whether demand turns into revenue. This is what happens when an intake hire becomes a revenue lever.

[Book an Intake Audit →](#)<https://attorneyassistant.com/book-call>**1**

EMBEDDED IMPACT ASSISTANT

**< 2 min**

RESPONSE TIME ON INBOUND TASKS

**Daily**

CLOCK-IN + CLOCK-OUT COMMUNICATION

**Expanded**

SCOPE NOW INCLUDES REVIEWS + FOLLOW-UP

## THE CONTEXT

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# Not a phone **answering** service. A **hire.**

This was a lean, high-stakes practice where every inbound call mattered. There was no margin for letting cases leak. The client did not need a phone answering service. They needed someone who would show up like a hire, integrate like a hire, and produce like a hire.

What they got back was more than that.

## THE PROBLEM

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# Two problems. Most firms only solve **one.**

The client was running into two operational issues at the same time:

**Inbound calls and tasks needed faster response than the existing team could maintain**

**The highest-leverage activities in the firm (review generation and structured follow-up) were going underdone because no one had the capacity to own them**

**Most firms in this position hire a receptionist. That solves the first problem and ignores the second. The harder thing, finding someone who can answer phones today and run a review campaign tomorrow, is what was actually needed.**

**THE SOLUTION**

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# One Impact Assistant. **Two** very different **scopes**.

We placed one Impact Assistant, Nick, into the firm's operation. The mandate was simple: intake and phone coverage. The execution went well past it.

## **Week One Expectations**

- Inbound phone coverage with structured intake protocols
- Standard clock-in / clock-out communication
- Polished caller interactions, even with difficult callers
- Speed of response on internal tasks

## **What the Role Became**

- Owner of the firm's review-generation workflow
- Designer and operator of the follow-up system the firm had been wanting to build
- Recognized internally as a "great hire" and operational asset

## WHAT THEY'RE SAYING

# Five quotes. One trajectory.

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ON THE HIRE ITSELF

"He seems like a really good guy, really friendly, really professional, really on top of everything. He was, as far as I'm concerned so far, a great hire, great fit for our firm. So you can certainly tell him that we're very happy."

Client check-in, March 2026

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ON RELIABILITY AND THE DAILY RITUAL

"He's very responsible. He always, every morning, lets us know when he's on the clock, on the WhatsApp, and every evening when he's clocking out, he lets us know."

Client check-in, March 2026

**WHERE THE VALUE SHOWED UP**

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ON WHERE THE REAL VALUE SHOWED UP

**"The most value Nick provides us is doing that follow-up and getting those reviews. Answering the phones is incredibly valuable, but I could... I have... if I have someone."**

Client check-in, March 2026

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ON SPEED

**"Two minutes later, there's a nice email written up by him. Anytime we send something to him, he's on it, like, in a minute or two."**

Client check-in, April 2026

**WHAT COMES NEXT**

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ON THE UNDERUTILIZATION SIGNAL, AND WHAT COMES NEXT

**"Nick is extremely, extremely responsible and polite. We're not using him enough to his full capacity yet. My goals for him now are to get the review campaign going and put in a much better follow-up system."**

Client check-in, April 2026

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**The role did not stop at coverage. It became a path to the systems the firm already knew it needed.**

## THE OUTCOMES

# Four shifts. Each one bigger than the last.

## 01

### He answered the phones. That part worked.

Polished caller experience. Fast pickups. Composure on difficult calls. The firm stopped worrying about whether the phones were being handled.

## 02

### He took on the review engine.

The work the firm explicitly called "the most value," review generation, moved off the partners' plates and onto Nick's. This is the kind of work that compounds. Every review captured improves the firm's lead flow downstream.

## 03

### He built the follow-up system.

The firm wanted a "much better follow-up system." That mandate is now Nick's. One intake specialist, running the operational lever most firms never get around to building.

## 04

### The firm wants more.

The strongest signal in any client relationship: "We're not using him enough to his full capacity yet." That's not a complaint. That's a roadmap.

**One Impact Assistant. The right scope. Compounding value.**

[Book an Intake Audit →](#)

**WHY IT MATTERS**

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# The difference between a **vendor** and an **embedded specialist.**

Most firms hire a phone answerer and get a phone answerer. The result was not just better phone coverage. The Impact Assistant ended up running the review engine and follow-up system.

That's the difference between a vendor and an embedded specialist. One does the task. The other does the job, which is making the firm more money than it was making before.

**Intake is the part of the firm that touches every dollar of revenue before it shows up. Treat it accordingly, and the right person doesn't just save you time. They expand what's possible.**

## WHAT THIS MEANS FOR YOUR FIRM

# The systems your firm keeps saying it'll get to next quarter.

If you're spending money on marketing but not capturing reviews, you're leaking proof. If your follow-up system exists in someone's head and not in a process, you're leaking cases. If you think those are minor issues, look at your last quarter's pipeline and ask yourself how much of it never got asked the second time.

**The right Impact Assistant doesn't just plug a hole. They build the systems your firm keeps saying it'll get to next quarter.**

## Hire for **Coverage**. Get a **Revenue Lever**.

Book a 30-minute intake audit. We'll show you what an embedded Impact Assistant could be doing in your firm that nobody is doing right now.

[Book Your Intake Audit →](#)

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Quotes reflect verified positive feedback gathered during recurring client check-ins between March and April 2026.  
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