5x more reviews brings 5x more business

Lacking abundant social proof of legal expertise

Clients in need of legal assistance want to work with someone they know they can trust. To determine the credibility of an attorney, they turn increasingly to online reviews, specifically on sites like Google, Facebook and Avvo.

"I started as a one-man show with a few very basic workers' compensation cases," said Raj Patel. Business was steady, but clients were not sharing feedback online, making it difficult for prospects to find RP Law Group in relevant online search results. Those that managed to find him only had a few old reviews to look at, and this was not enough to convince them to work with Patel.

RP LAW GROUP
California Workers Compensation

"People come in because of reviews. I've had 5x more business in 3 years due to BirdEye."

Raj Patel
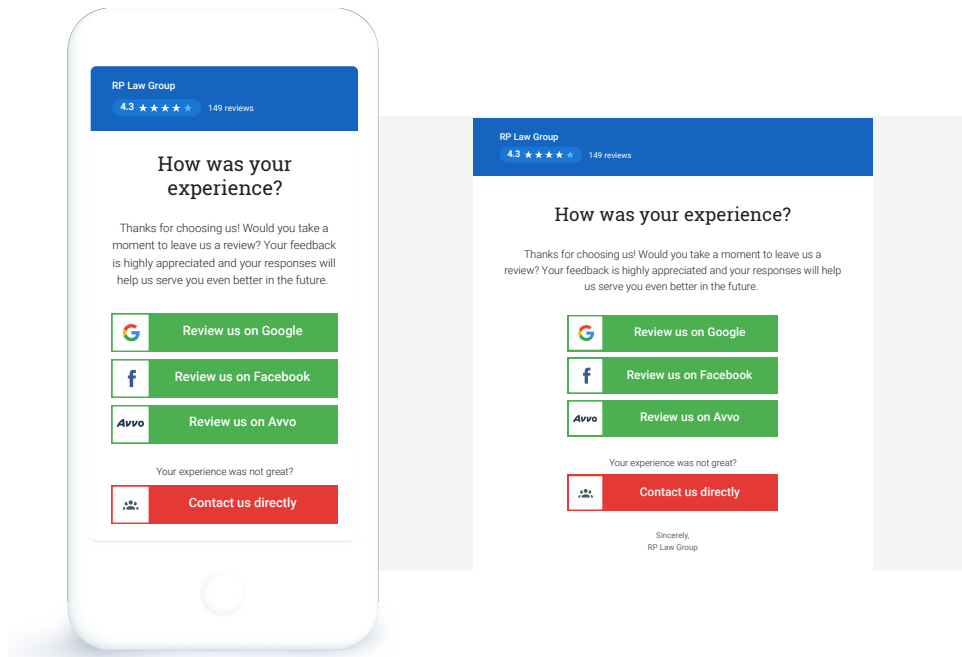Attorney and Owner of RP Law Group

Although Patel knew how critical reviews were for growing his practice, he simply did not have the time to follow up with every client at the right moment and ask them for a review. Patel began searching for a way to automate the review request process. He tried many review generation vendors before finding BirdEye.

"Since I've started using BirdEye, I've had nothing but success," said Patel.

Easy, automatic review requests

The BirdEye platform allowed Patel to ask every client for a review via customized emails -- without adding any extra work to his busy day.

"After I settle a case, I ask the client for their email," said Patel. When he enters a client's email into BirdEye, an automated review request is triggered. The request sends the client directly to Google where they can quickly and easily write a review.
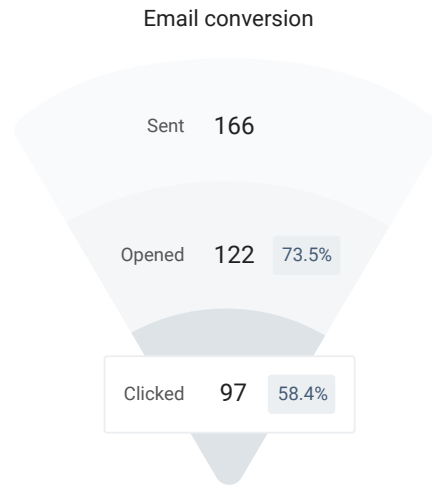
Since the process of leaving a review was so quick and easy, more than half of Patel's review request emails (58%) converted into Google reviews.

You had **175 total reviews**, and **58.4% email conversion**.

Email conversion

Sent	166	
Opened	122	73.5%
Clicked	97	58.4%

Since online reviews are the most powerful advertisement, BirdEye allowed Patel to auto-promote his best reviews from all sites to RP Law Group's Facebook and Twitter pages to reach a wider audience.

More authentic client reviews, more clients

Patel's automated review collection efforts paid off: in his first year, he increased his review volume by 42x, earning 4.8 average rating. After 2 years with BirdEye, he had increased his Google review count by more than 13x, Facebook review count by 8x, and overall review count by 5x. He also significantly boosted review count on attorney-specific sites like Lawyers.com and Avvo.

Not only did all of these reviews improve RP Law Group's overall ratings, they also provided rich insight into his client experience, helping both Patel and prospects get a deeper understanding of how clients feel about his services.

"I tell people, 'Be honest'," said Patel. "These reviews are not for me, they're for people to understand how complex the legal system is."

The combination of a fresh stream of new reviews on multiple high-authority sites, BirdEye microsite, and review promotion on social media gave RP Law Group a significant boost in search results, earning him the top spot in Google's Local Pack when prospects search for employment attorneys in Riverside. Since Patel's clients are so thorough in their praise, prospective clients get a clear understanding of exactly why they should trust RP Law Group with their case.
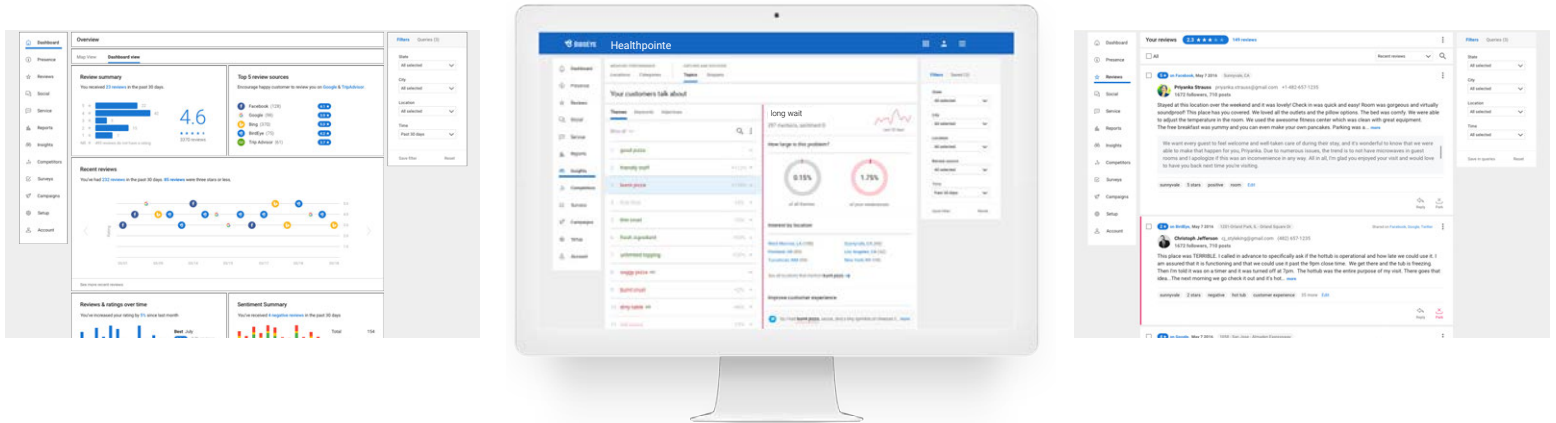

It's no wonder that collecting 5x more reviews earned Patel 5x more clients year-over-year. Thanks to happy client voices, when prospects search for legal assistance, RP Law Group stands out as the clear winner.

About BirdEye

BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.

BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments.
Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify root case driving sentiment for reviews, social media comments and survey responses.
Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.