

The Evolution of Law Firm User Support

Integrating AI into your legal support tools can be key to making your customer service top-notch.

BY STEVEN BADAL AND JOHN RAMUS



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Technology has transformed the way law firms operate, including their support services. While some firms still rely on traditional human-only support, others are exploring self-service options powered by artificial intelligence (AI).

How do you know which level of support is right for your firm? This article will outline what different users are looking for and help law firms make the right decision on what support to implement for the best possible service and user experience.

SUCCESS FACTORS

The support landscape of the future is being redefined, with success factors now focusing on efficiency, accessibility and innovation, all while applying data-driven insights to make more informed decisions and strategies.

To address these needs, law firms must balance efficient AI-driven solutions with personalized, high-touch service. This balance depends on understanding

client behaviors and preferences. While some users will prefer an actual person they can reach out to when they have a question or need support, others may prefer to have access to a chatbot or a Q&A where they can find the answers themselves.

In some instances — and depending on the users being supported — a hybrid model that offers both self-service tools and readily available personal support can serve diverse client bases best. This approach allows clients who prefer autonomy to use self-service options while those who need it still get comprehensive support. But how do you know which is the best solution for your firm? To help make this decision, let's look at the options:



The Human Touch: Clients accustomed to round-the-clock human support may find it frustrating to rely on self-service options.



Artificial Intelligence: AI-powered tools like chatbots and self-service portals can offer quick answers to routine inquiries, freeing up human agents for more complex tasks.

So what are firms to do?

Different clients may prefer different levels of interaction. Some may gravitate toward quick, automated solutions, while those accustomed to white-glove service or with complex legal needs may value direct conversations and bespoke advice. Ensuring that customer service can adapt to these varying preferences is crucial.

THE ROLE OF AI IN LEGAL SUPPORT

AI is a great option when it comes to handling routine inquiries such as password resets, document access issues and basic procedural questions, allowing help desk staff to focus on more complex client needs. It's also important to remember that despite the advantages of AI, human interaction is necessary whenever integrating AI into any organization to ensure correct usage and accuracy.

Users that want quick, self-service and automated solutions will prefer to use AI support. However, others may still look for person-to-person interactions. Ensuring that customer support can adapt to these varying preferences is crucial.



IMPLEMENTING THE RIGHT SUPPORT

Making a decision on the type of support your firm needs is crucial to meeting all expectations effectively, and selecting the right partner to implement that service is important. Consider the following criteria when evaluating partners.

Expertise and Experience

You will want a partner with a proven track record in the legal industry. This guarantees it understands the unique challenges and requirements of legal services. An experienced partner will be familiar with common legal workflows and the specific needs of law firm clients, enabling it to tailor AI solutions that are both effective and compliant with industry standards.

Scalability and Flexibility

AI solutions must be scalable to accommodate firm growth and flexible enough to adapt to changing legal landscapes. A technology partner offering scalable solutions can help a law firm expand its AI capabilities as its client base grows and its needs evolve. Flexibility in customization is crucial, allowing the technology to adapt to the firm's specific processes and client service strategies.

Support and Training

Comprehensive support and training are vital for ensuring that the staff of a law firm can use new AI tools effectively. A good technology partner will offer ongoing support and detailed training sessions so that employees can maximize the benefits of AI tools. This support extends to troubleshooting and regular updates that improve functionality and security.

Integration Capabilities

The ability to integrate with existing systems is essential for a smooth transition to new AI technologies. A technology partner with strong integration capabilities will make certain that new tools work seamlessly with a firm's current infrastructure, minimizing disruption and enhancing user adoption.

Security and Compliance

Given the sensitive nature of legal data, the importance of security and compliance cannot be overstated. The right technology partner must adhere to stringent security standards and stay current with compliance requirements in the legal sector. This protects the firm and its clients from data breaches and confirms that client information is handled securely.

Asking the right questions will ensure the partner you choose is a fit for your firm.

THE FUTURE OF CUSTOMER SERVICE

As AI continues to evolve, we can expect even more sophisticated tools and deeper integration with human support. However, the human element will remain crucial in providing exceptional client service.

Law firms are in a unique position to benefit from AI in enhancing their customer service offerings. Understanding the specific needs and preferences of their client base is vital to successfully integrating these technologies. By maintaining a balance between AI-driven efficiency and the irreplaceable human touch, firms can ensure high client satisfaction and loyalty.

Evaluating current customer service strategies and exploring AI options will prepare your firm for the demands of tomorrow's legal landscape.

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