# Essential Legal Features

The right client relationship management (CRM) software can position your firm for growth and streamline your relationships with leads and clients—but not every single CRM is suited for the daily needs of law firms.

A generic, industry-agnostic CRM is likely to come with a number of drawbacks, including:

Generic workflows and tasks

- Vague features that don't meet your firm's specific needs
- Software features that aren't designed to help you maintain compliance with bar rules

Instead, it's best to look for a legal-specific software that offers these powerful CRM features.

### Key law firm CRM software features

Law firm CRM software is specifically designed to track and nurture leads, automate attorneys' most mundane tasks, and support new client intake. If you're considering adopting a legal CRM for your practice, look for these essential features:



# Automated email and text follow-ups

Never lose another lead to the first firm that responds. Reach potential clients quickly and consistently through personalized, automated follow-up emails and texts.

## Built-in softphone

A built-in softphone like the one included in Law Ruler's industry-leading CRM can allow your attorneys to prioritize, dial, track, and record calls with leads, clients, and other contacts directly from within the CRM itself.





### Automated text & video messaging

58.7% of consumers respond to text messages within 5 minutes. Use text and video to demonstrate your law firm's agility and provide your clients with the most convenient communication possible.

### Dashboard analytics Law firm CRM software analytics

allow you to review key performance indicators (KPIs) at a glance: Attorney/staff productivity

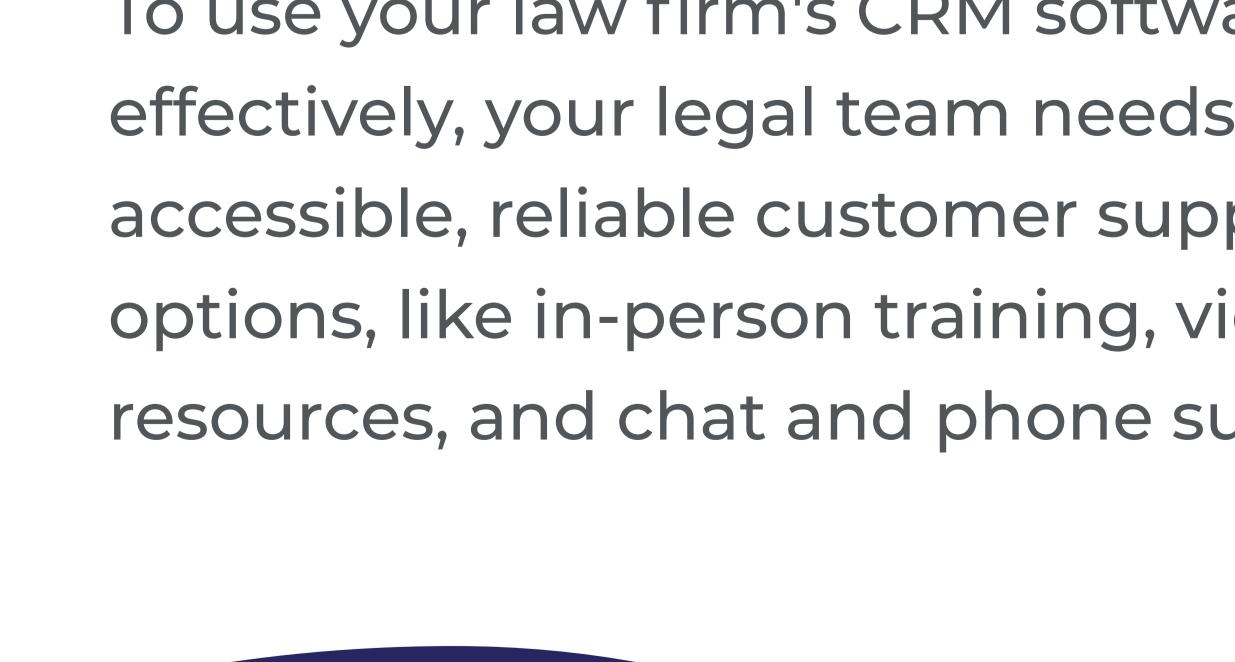
- Case metrics New client sign-ups
- Return on marketing investment





### Task management tools Legal CRM task management tools remind attorneys when it's necessary to

reach out to clients directly and when to complete basic marketing tasks.





and more.

## Your legal CRM should integrate with your

other software support tools without the need for a third-party service. For example, TimeSolv offers a robust integration with industry-leading CRM Law Ruler, making it easier than ever to provide excellent service and protect your clients' bottom line at the same time.



Schedule a Demo To learn how TimeSolv and Law Ruler function together seamlessly to improve your law firm's productivity, communications, marketing,