

CLICKOAI LAW FIRM GUIDE 61 OF 63

Law Firm Client Intake Growth Workbook

Connect suitable demand to a measurable enquiry route.

Use it when

a firm wants more work but intake and follow-up are uneven

Boundary

This does not decide whether to accept a client or matter and does not replace regulatory checks.

Built for independent law firms in England and Wales

Original ClickoAI edition | Version 1 | 18 August 2026 | clickoai.com/law-firm-guides

1. Frame the decision

Review the full route from enquiry to accepted, opened and understood matter.

Specific focus

Measure qualified enquiries, complete information, decision time and accepted matters.

Questions to answer

- For this guide: Measure qualified enquiries, complete information, decision time and accepted matters.
- Where do enquiries arrive?
- What minimum information is needed?
- Where are checks recorded?
- What happens to declined enquiries?

Avoid

- unnecessary sensitive detail
- form submission treated as acceptance
- declined enquiries left unowned

2. Control sheet

Treat a blank evidence field as a reason to pause, not a reason to guess. Record sources and owners before changing the workflow.

Area	Evidence to collect	Pass condition
Discover	Website and routes	Next step is clear
Acknowledge	Receipt and timing	Nothing disappears
Qualify	Minimum facts and checks	Decision recorded
Engage	Scope, cost and actions	Information is clear
Open or close	Matter or decline	Status matches outcome

Fail closed	If an input, owner or approval is missing, record the gap and keep the affected step outside the proposed change.
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3. Working record

Complete this page with counts, dates and named sources. Do not include client names, matter names, contract text or privileged material.

Field	Evidence or answer
Guide focus	Measure qualified enquiries, complete information, decision time and accepted matters.
Channels	
Owner	
Acknowledgement time	
Complete rate	
Re-requested item	
Unowned enquiries	

Evidence quality check

- The source is named and dated.
- An estimate is labelled as an estimate.
- The owner can reproduce the measure.
- The same method can be used after a change.

4. Decision record

Select the outcome that the evidence supports. A stop or no-change decision is valid.

- Stop: a required source, owner or approval is missing.
- Fix: repair the underlying route before adding technology or cost.
- Test: run one bounded change with a baseline and review date.
- Proceed: adopt only the option supported by the recorded evidence.

Decision field	Record
Chosen outcome	
Reason and evidence	
Owner and approvers	
Review or expiry date	

Primary sources

[SRA: Client care letters](#)

[SRA: Transparency in price and service](#)

[SRA: Confidentiality of client information](#)

[ICO: Information security checklist](#)

Source status

Links checked 18 August 2026. Confirm the current version and obtain appropriate professional advice before relying on regulated, contractual, privacy, security, insurance, financial or wellbeing conclusions.