CHATBOTS TRANSFORMING LEGAL INDUSTRY

How chatbots can enhance law firm's productivity?

Introduction

Chatbots, currently are the hot tech-topic in the legal industry and law firms need to leverage the power of chatbots for managing their existing and potential customers. Advancements in AI and ML have led towards the emergence of AI-enabled chatbots, which can hold human-like conversations through auditory and textual methods. These AI-based chatbots are gaining popularity and are helping several companies across various verticals with customer engagement, workforce productivity, reduced expenses, and a lot more.

Given its history of relying on paper-based documents, the legal industry has always been alleged of falling behind other industries in terms of accepting and deploying emerging technologies. However, over the past few years, the legal industry has been witness to large investments on automation and cloud technology, which has started to take root and is now becoming mainstream. Several law firms are exploring advanced technologies, and hence the deployment of chatbots is in the initial stages. However, the industry holds huge potential to transform the legal sector. Chatbot vendors and service providers are showcasing several ways in which chatbots can help legal firms, lawyers and customers to gain better insights about their cases.

Pain points in the legal industry that automation can address

- Onboarding new legal talent often becomes challenging especially when introducing them to legal team-members and clients
- Legal teams deal with hundreds of documents every day making their task more challenging and time-consuming
- With clients becoming tech-savvy and digitally advanced, law firms are under pressure to meet client's expectations by offering enhanced levels of customer experience

Why legal firms should invest in chatbots:

Legal firms are trying to identify ways to better manage their workflow with lawyers and associates struggling to bridge the digital gap between the legal industry and their clientele. Chatbot vendors are positioning solutions and services that cater across a wide array of services right from automating mundane tasks to narrowing down to specific laws and policies to support their client case. Depending on the size and nature of the law firm, the following areas make top use-cases for collaboration platforms.

Currently, the industry is witnessing demand for chatbots that can help:

- Generate legal agreements, non-disclosure agreements (NDA's), privacy policy, and other legal-related organizational policies
- Enable legal firms to increase visibility for clients to find legal resources and search lawyers, and mediators

- Assist lawyers in interviewing clients, generating legal documents and contracts instantly.
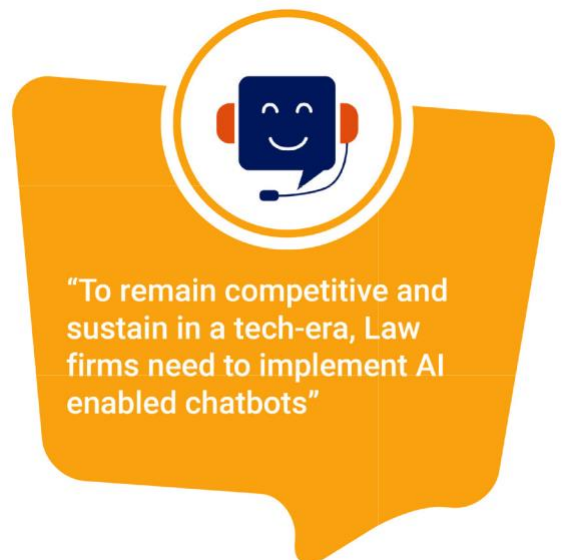
Employee onboarding and management: In any legal organization, chatbots can be used for handling administrative and HR-related tasks. Chatbots can help internal employees to solve trivial issues without any extensive support from the HR department. Employees can leverage chatbots for simpler tasks including setting up reminders, managing leave applications and ensuring a seamless onboarding process.

Ease in accessing and managing information: Paralegals and attorneys need to go through large volumes of information in the form of case studies, laws and policies, and other related information related to the case at hand. Chatbots can help lawyers in analyzing data as well as assisting them in finding the relevant information they are looking for. These high levels of automation reduce the information collection time, offering a hassle-free experience to paralegals and attorneys.
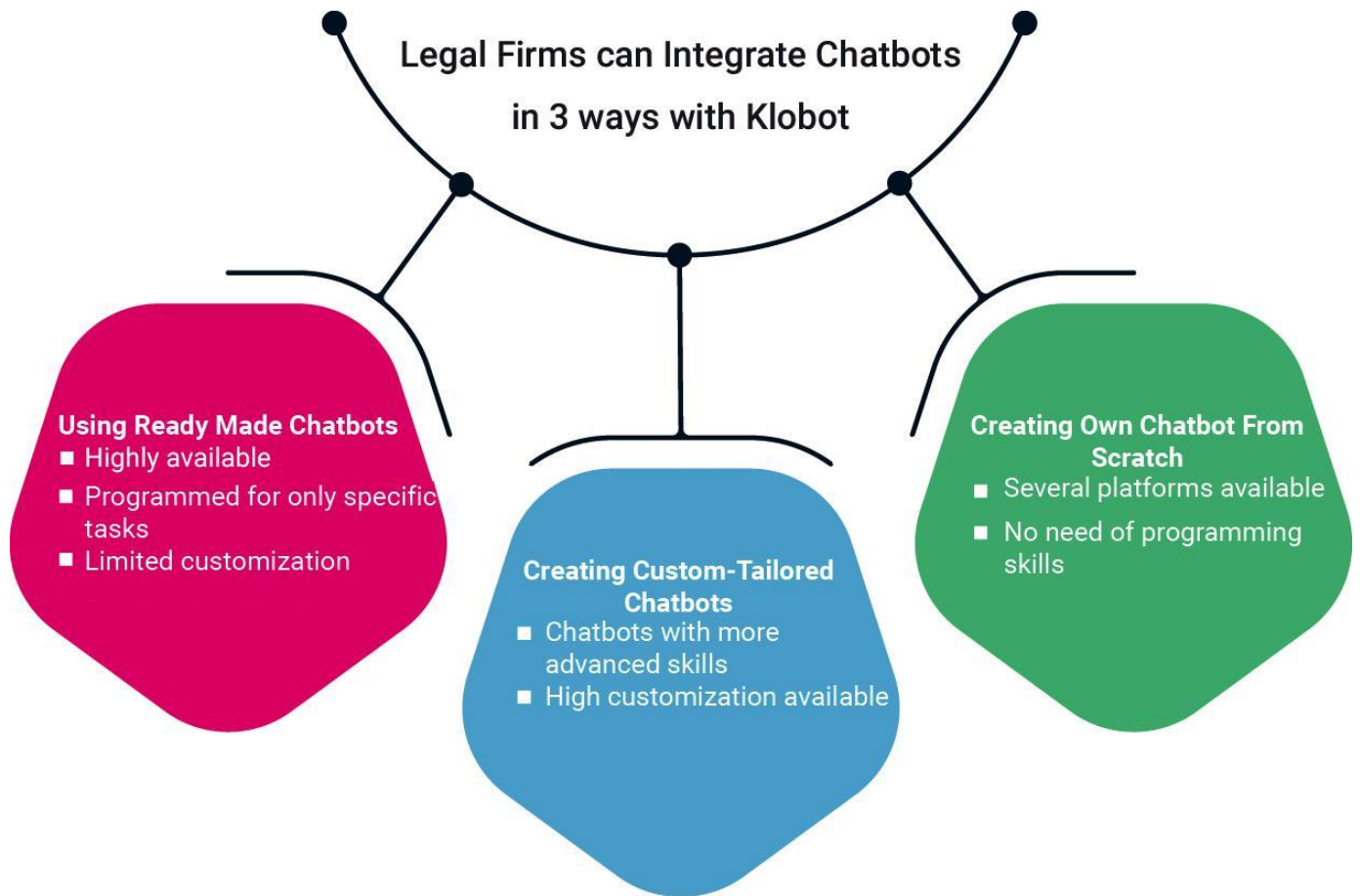
Enhanced customer experience: Some chatbots use NLP to better understand colloquial human language by detecting synonyms, wider terminology, and long phrases. By providing more precise and accurate legal terms and responses, chatbots offer better user experiences. Chatbots act as the legal advisor designed for helping individuals to deal with legal issues and streamlining the process of new queries.

Legal chatbots for internal businesses and consumers

Although chatbots are more focused on providing services for consumers, several companies are designing and developing solutions specifically for lawyers. By automating legal services, Chatbots are positioned to offer value-add for customers and enable law firms with incremental revenues. Chatbots are addressing the high expectations of digital-age customers and are expediting solutions for legal issues. Chatbots are being used by legal firms to promote interactive and user-friendly communication with their customers so that lawyers can shift their focus to important legal work. By offering enhanced customer support, law firms establish and

"To remain competitive and sustain in a tech-era, Law firms need to implement AI enabled chatbots"

strengthen trust with existing as well as new customers. Chatbots are handling law firms' internal repetitive tasks and are helping marketing teams to focus on new clients. Law firms are also using chatbots for website visitor engagement and have now become an important part of marketing strategy. Chatbots are being designated to answer the questions of website visitors and help generate qualified leads.

Fig 1: Legal firms can integrate chatbots in 3 ways

Legal Firms can Integrate Chatbots in 3 ways with Klobot

Using Ready Made Chatbots
- Highly available
- Programmed for only specific tasks
- Limited customization

Creating Custom-Tailored Chatbots
- Chatbots with more advanced skills
- High customization available

Creating Own Chatbot From Scratch
- Several platforms available
- No need of programming skills

Source: Secondary Research, Expert Analysis, Infoholic Research

Future impact of legal chatbots:

AI-based chatbots holds the potential to enhance the firm's efficiency by reducing expenses and boosting ROI. Chatbots can reduce the burden of report generation and documentation to vastly improve productivity. Providing free legal advice to existing and potential customers is one of the major use cases of chatbots in the legal industry. Present-day chatbots are aimed at offering services to customers seeking legal services as well as legal professionals including lawyers, paralegals, judges, prosecutors, and notaries, which is transforming the legal industry. Legal chatbots are now being used by several legal firms for improving their internal as well as external legal operations and providing better client experience.

"Attorneys and Law Firms are leveraging AI and chatbots to expand their capabilities and offerings"

KLoBot Approach

KLoBot is a provider of no-code chatbot builder platform, helping businesses to build their own chatbots, either based on text or voice. While the platform can be used to build and deploy chatbots for any use case, the legal industry is aptly suited to leverage the full potential of the offerings. Riddled with complex legal terminologies and jargons, clients of law firms are often at a disadvantage to understand the underlying context and relevant firms to represent them.

Developers at KLoBot understand such intricacies of the legal industry as well as challenges faced by law firms resulting in an intuitive platform with capabilities to handle complex customer queries. By automating routine tasks and streamlining business processes, chatbots can be customized to respond to queries from internal firm partners, attorneys as well as customers.

KLoBot helps law firms in creating an automated client response system where clients can ask specific details about their cases, billing history, upcoming events, and much more.

Questions like: What are the recent private equity matters? Which lawyer is handling ACME Railroad Acquisition matter? and other similar questions for connecting with attorneys can be answered by the chatbot.

The platform enables secured access to on-demand organizational intelligence, resulting in faster response based on existing organizational data. is unique feature also helps in creating chatbots that can double down as personal assistant for searching client and matter-related information, scheduling meetings, setting reminders, and finding colleagues among others.

KLoBot and the team are dedicated towards continuous research resulting in innovative solutions making them an innovator in delivering AI-powered chatbots.