

EverConvert Expands Call Intake Services as Law Firms Navigate AI Automation Challenges

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GREENVILLE, SC - March 12, 2026 -
EverConvert, a Greenville-based digital marketing agency, is expanding its human-staffed call intake services to address a growing conversion gap affecting law firms that have rapidly adopted AI automation tools. The agency reports that firms replacing human intake specialists with chatbots and automated systems are losing prospective clients to competitors who maintain live, trained professionals to handle initial client contact.

Recent industry data reveals that AI adoption among law firms surged from 19 percent in 2023 to 79 percent in 2024, with 61 percent of personal injury firms actively exploring AI to replace vendor services including intake and transcription. Despite this technological shift, EverConvert has documented significant case volume increases for clients who maintain human-centered intake processes, including a 400 percent client volume increase for The Weinstein Firm following implementation of integrated digital marketing and Everconvert Call Intake Services.

The disconnect between AI adoption and client conversion rates highlights a critical challenge facing modern

law firms. While 79 percent of legal professionals now use AI tools in daily work, 60 percent of firms remain uncertain about effective implementation strategies. This uncertainty has created opportunities for firms that strategically balance technology with human expertise in client acquisition.

"The rush to automate legal intake has created an unexpected advantage for firms that prioritize human connection at the first point of contact," said Shannon Ludwig, Account Manager at EverConvert. "While AI excels at many tasks, emotionally distressed callers seeking legal help need empathy and understanding that only trained specialists can provide. Technology should enhance our ability to serve potential clients, not replace the human element that converts a caller into a signed case."

EverConvert's on-site call center employs trained intake specialists who handle complex case screening, qualify leads based on specific legal criteria, and integrate seamlessly with law firm CRM systems. The service includes bilingual support in English and Spanish, appointment scheduling, and dead lead revival campaigns. These Call Intake Services function as a dedicated conversion unit for law firms, combining legal terminology expertise with proven qualification processes.

The legal technology market is projected to reach $32.54 billion by 2026, yet growing law firms that leverage automation technologies also prioritize client experience at significantly higher rates than their shrinking counterparts, according to the 2025 Legal Trends Report. This data suggests that successful firms are finding ways to incorporate technology while maintaining the personal touch that converts prospects into clients.

EverConvert's integrated approach pairs call intake with search engine optimization, paid advertising, and web design to create comprehensive client acquisition systems. The agency serves law firms nationwide, with particular expertise in personal injury practices, as well as medical, dental, and trade service businesses.

EverConvert is a full-service digital marketing agency headquartered in Greenville, South Carolina, serving law firms, medical practices, dental offices, and trade service businesses nationwide. Founded in 2015, the agency provides search engine optimization, paid advertising, web design, social media marketing, video production, lead generation, and call intake services through an integrated client acquisition model. EverConvert's on-site call intake team specializes in lead qualification, appointment scheduling, bilingual client support, and CRM integration for professional service firms.

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EverConvert

EverConvert is a digital marketing agency specializing in lead generation, SEO, PPC, and web design. They help businesses turn online traffic into profit through tailored strategies that drive growth and deliver results.

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