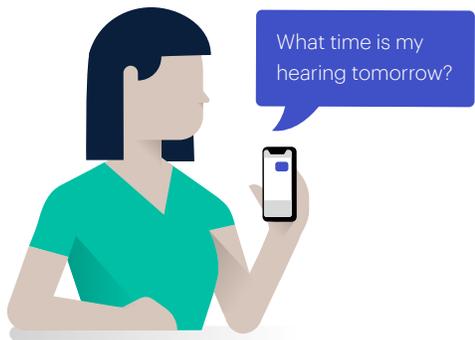


Law Firm Ross & Pines Utilizes Text Messaging to Improve Client Communication

About Ross & Pines LLC

The attorneys at Ross & Pines are an elite team of advocates dedicated to achieving the best interests of their clients in every case they handle. From clients facing debilitating injuries, complications related to immigration, or criminal charges, the attorneys at Ross & Pines have the ability and experience to deliver the outcomes their clients are looking for.



Objective

Effective and efficient client communication is key for law firms. Atlanta-based law firm Ross & Pines was looking for a text messaging solution to create a client friendly and more efficient process of communication. Their main goal was to streamline communication, especially with clients who don't use email often.

Solution

Ross & Pines was able to use their existing phone number as their Zingle text number and promoted the texting capability on its website. Soon after promoting the text number, Ross & Pines started seeing clients leverage texting in a variety of ways including texting for directions to the office, court date reminders, court locations as well as texting in photos of accidents and injuries to streamline the information gathering process.

Ross & Pines employees who communicate with clients have access to Zingle, which enables anyone to step in and gather client information or answer client questions without delay and without duplication of effort.

"Zingle has truly revolutionized the way we communicate with clients. Having our entire office able to access client conversations at the same time helps us speed up communication, which allows us to move cases forward faster. Texting is the best way to communicate with clients in today's mobile-centric world," said Noah Pines, Partner at Ross & Pines LLC.

Ross & Pines Uses Text Messaging For:

- 🕒 Appointment Reminders
- 📍 Directions to the Office
- 📍 Court Location Info
- 📷 Accident or Injury Photos
- 📋 Gathering Case Information
- ❓ Answering Client Questions



1

Time savings from phone call reduction.

2

Improved communication & moved cases forward faster.

Results

After implementing Zingle, the team at Ross & Pines saw tremendous time savings and communication improvements from texting with clients. The entire team at Ross & Pines is equipped to answer client questions and gather information, which keeps clients informed and cases moving.

The ability to view client conversations avoids duplication of effort and the ability to archive past conversations is extremely important.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's guest engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Find out more at zingle.com.

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