



New National Study Finds 35% of Law Firm Calls Go Unanswered Costing Industry an Estimated \$109 Billion Annually

Scottsdale, Arizona – A new nationwide audit of law firm responsiveness reveals a troubling trend: more than one-third of calls to small and mid-sized law firms go unanswered during normal business hours, leading to an estimated \$109 billion in lost potential revenue each year. Over a four-week period, Law Leaders placed 1,200 calls to small and mid-sized firms across the United States, using publicly listed phone numbers and local caller IDs. All calls were made between 10:00 a.m. and 4:00 p.m. local time during peak business hours. The results were stark: 35% of calls went completely unanswered

“These findings confirm what we’ve been seeing for years – missed calls aren’t just a customer service issue, they’re a revenue crisis for law firms,” said Dustin Ruge, CEO of Law Leaders.

“Today’s clients expect instant access and response. If they hit voicemail, they simply call the next attorney on the list. That’s why national brands are winning local cases – they answer every single call.”

Voicemail is No Longer a Safety Net

The study underscores the decline of voicemail as a viable intake tool. In an era shaped by Amazon-level speed and 24/7 service expectations, unanswered calls send the wrong message: that a firm may be understaffed, disorganized, or unresponsive.

According to national data:

80% of consumers hang up when reaching voicemail

94% are more likely to choose a firm that responds quickly

78% of legal clients hire the first lawyer or firm that answers their call or inquiry

Only 7% of leads ever become retained clients

Technology is Filling the Gap

The report points to a shift toward AI-powered intake systems like LegalNavigator.ai, which answer calls 24/7, qualify leads in real time, schedule consultations, and even initiate retainer agreements instantly – eliminating the risk of lost leads without adding staff.

“Firms that adapt to today’s client expectations will grow,” added Ruge. “Those that don’t will keep losing clients before they even know they called. AI is now the answer to help firms answer all calls leading to time saved and increased revenue.”

Read the full Silent Lines report and calculate your firm’s potential losses at:

<https://www.legalnavigator.ai/post/silent-lines-new-study-shows-35-of-calls-to-law-firms-now-go-unanswered>

Law Leaders is an Arizona-based ABS law firm and legal AI technology company dedicated to

transforming the legal industry through automation, efficiency, and client-centered innovation. Through its LegalNavigator.ai platform, Law Leaders helps law firms nationwide eliminate missed calls, accelerate client intake, and increase signed cases.

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<https://www.youtube.com/watch?v=Q0wpesEKCPs>

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