

**Law Practice Type: Family Law, Criminal, and Bankruptcy**

**Number of Users: 146**

## **Robinson and Henry Has Rocketed To New Heights By Providing High-Quality Service to Everyday People**

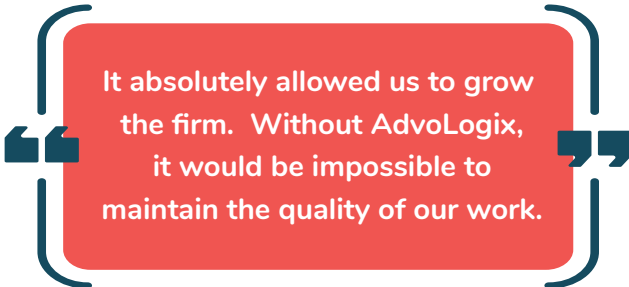
Bill Henry started Robinson and Henry in 2012 with just himself and another former solo attorney as a partner. Since then, Bill has grown the firm to 144 employees, six offices across Colorado, and over a dozen practice areas. Bill has achieved this incredible success by focusing on a difficult niche: providing high-quality legal services for your everyday individuals and “Mom and Pop” businesses. These are the kind of clients that, in Bill’s experience, might need an attorney only once or twice in their entire lives. But when these individuals and small businesses do need an attorney, they need that attorney to provide them with the same quality of service than any big business would expect. At the same time, these clients also need a personal touch.

### **Bill says it best on his firm website profile:**

The thing I like most about working with clients is the opportunity to lessen their stress, lighten their burdens, and provide real relief from legal problems weighing heavy on their minds and hearts. It is very rewarding to protect my clients’ interests and set them on a course that will lead to greater success.

### **Advologix Has Become The Firm’s Operating System:**

**Bill could not have achieved the incredible growth of his firm without AdvoLogix**



**It absolutely allowed us to grow the firm. Without AdvoLogix, it would be impossible to maintain the quality of our work.**

Before AdvoLogix, the firm had to use what Bill calls “very disparate systems,” including Quickbooks, Hubspot for Marketing, and a multitude of other programs that Bill can’t even remember now. All of that changed when the firm started using AdvoLogix five years ago. Now the firm uses AdvoLogix as the single system for pretty much everything in operations, including onboarding, internal communications, accounting, and calendaring. Indeed, Bill sees AdvoLogix as not another type of program, but as an operating system unto itself. The firm has been able to create their own plug-in apps for AdvoLogix that are customized for exactly their needs.

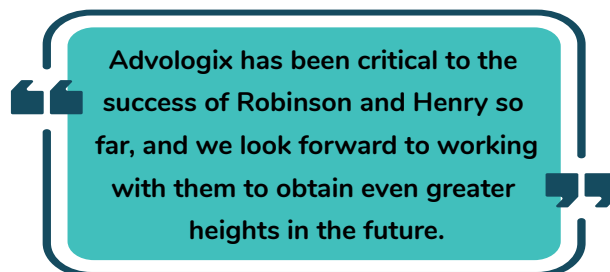
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## **AdvoLogix Automation Has Been Crucial To The Firm's Success**

The best example of this is AdvoLogix's automation capabilities, which has been the most critical feature for the growth of Robinson and Henry. AdvoLogix has provided the firm with an unmatched ability to manage the massive onboarding rate that comes from its "lawyers for ordinary people" niche. Robinson and Henry receives over 800 leads per week, and of those it onboards around 90-110. The firm has set up custom workflows within AdvoLogix to manage those leads, with specific triggers for the different needs of each practice area. The firm has developed custom objects within AdvoLogix to track everything within the onboarding workflow. They even have triggers that not only automatically generate and send out a DocuSign request once the client agreement is ready, it also sends back the signed and paid agreement!

Bill has been able to grow Robinson and Henry at such an incredible speed because he has turned so many of the administrative parts of the practice of law into systematized processes, and he could not have done that without AdvoLogix.



### **About AdvoLogix®**

Founded in 2006, AdvoLogix®, is a leading enterprise legal management solution that helps law firms and general counsel automate unique business processes and simplify legal matter management. The AdvoLogix cloud-based enterprise solution centralizes matter management, conforms to unique workflows and practice standards, and provides industry leading security and reliability. Built on the leading cloud platform, Salesforce®, AdvoLogix offers comprehensive configuration and integration with thousands of add-on applications to extend the solution to meet specific business needs.

**Contact our team to get started with a personalized AdvoLogix experience.**