

# From Missed Calls to Measurable Gains



## The Industry

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Legal Services – Elder and Special Needs Law

## The Company

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Led by nationally recognized attorney Jennifer VanderVeen, VanderVeen Elder and Special Needs Law serves clients in special needs planning and estate management. When missed calls began hurting client experience and productivity, the firm turned to Abby's AI Receptionist to ensure every call was answered — anytime.

## The Challenges

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- Client anxiety impacting trust and satisfaction
- Missed calls leading to repeated inbound calls and disrupted casework
- Staff time lost to voicemail follow-ups

## The Problem

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Elder law clients are often in vulnerable situations, where timely communication and emotional reassurance are critical.

VanderVeen Elder and Special Needs Law was **struggling with missed calls and voicemail overload.**





## The Solution

Angela Williams and her team turned to **Abby's Human** and **AI Receptionist Solution**, looking for a way to ensure that every client call was answered promptly, professionally, and with care—even outside traditional office hours.

## The Implementation

The law firm implemented Abby's AI Receptionist to provide 24/7 call coverage, with a focus on:

- Prompt, always-on call handling
- A natural and engaging caller experience
- Reducing missed connections and voicemail dependency



## The Results

**The impact was immediate and transformative...**

**Call Responsiveness Improved:** Clients no longer heard “we’ll call you back the next business day.” Calls were answered in real time.



**Client Satisfaction Increased:** Fewer repeat calls and less frustration. Clients felt heard and reassured.



**Workflow Streamlined:** The reduction in call-backs and clearer call handling helped the team focus on casework.



**Positive Feedback Across the Board:** Even team members’ families noticed the AI’s natural, human-like tone. “Even Jennifer’s husband listened in and gave it a thumbs up!” Angela noted.



**Skeptic Turned Advocate:** Angela was initially skeptical of AI, but became a believer after seeing how well the system adapted and personalized interactions.



## Our Client's Perspective

*"The AI Receptionist has been a **game-changer** for our office. In our field of elder law, missed calls and voicemail frustration can lead to heightened anxiety for our clients. Having an AI-powered solution that ensures calls are answered promptly—without the typical 'we'll call you back the next business day' response—has been a **huge relief**.*

*It feels personalized, it adapts well, and it eliminates the frustration of endless voicemail loops. If I had to sum it up in one phrase, I'd say **it's a life preserver and safety net** for ensuring smooth client interactions. I would absolutely recommend it to any business looking to enhance efficiency without losing that human touch."*

— Angela Williams, VanderVeen Elder and Special Needs Law

**What will your success story sound like?**

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