



CASE STUDY

STATE BAR OF NEVADA · LAWYER REFERRAL & INFORMATION SERVICE

How the State Bar of Nevada transformed their Lawyer Referral Service with Human + AI

From missed calls and manual intake to 24/7 coverage and 83% automation, without changing their existing software.

1,487

Calls handled in the first 27 days live

83%

Fully automated, zero staff involvement

24/7

Coverage, including after hours and weekends

21 days

To deliver the custom build, ahead of schedule

AT A GLANCE

Client	State Bar of Nevada, Lawyer Referral & Information Service (LRIS)
Location	Las Vegas, Nevada
Industry	Legal / Bar association (public referral service)
Challenge	Two intake specialists handling ~120 calls a day; missed calls meant Nevadans never reached an attorney
Solution	Abby Connect AI Receptionist + custom automation + human receptionist safety net
Time to launch	21 days, ahead of the 30-day commitment

The Challenge

The State Bar of Nevada's Lawyer Referral and Information Service connects Nevadans with attorneys who can help them. Behind every call is a person with a legal problem: a custody dispute, a workplace injury, a landlord issue. Many callers don't know what kind of lawyer they need or how to describe their problem in legal terms.

The math didn't work.

Two dedicated intake specialists were handling roughly 120 calls per day. When both were on the line, or after 5 pm, or on weekends, callers reached voicemail. Each missed call meant a Nevadan who never got connected to an attorney.

The technical barrier seemed insurmountable.

The Bar's association management system (Euclid/ClearVantage) had no public API. When Abby Connect and the Bar met with the software vendor in November 2025, the finding was definitive: no open API existed to connect to. Most vendors would have stopped there.

The Solution

Abby Connect proposed a different path the very next day.

AI Receptionist trained on the Bar's own expertise

Abby Connect's AI Receptionist answers every call and conducts the intake conversation: capturing the caller's name, contact details, city, and a plain-English description of their legal problem. The AI was trained on materials the Bar's own experts provided, including referral categories, subcategories, keywords, and a full Referral Guide for mapping caller situations to the right area of law.

Custom automation, no API required

This is the custom work no other vendor offered. After each call, Abby Connect's purpose-built automation does exactly what a human intake specialist would do:

- **AI classification** of the legal issue, matched to the Bar's 24 main categories and ~198 subcategories.
- **Notes cleanup** transforming rambling descriptions into concise, legally relevant summaries.
- **Geographic routing** to the correct referral area.
- **Marketing attribution** preserved for the Bar's reporting.
- **Automated form completion** through all five steps of the Bar's live referral form.

The human safety net

No call ever dead-ends with a machine.

- If the AI can't handle something, the call transfers to Abby Connect's live receptionists.
- Human receptionists are trained to complete the Bar's referral form themselves.
- If automation fails for any reason, referrals are flagged for human review and completed by hand.

Every Abby Connect receptionist works on site at our Las Vegas headquarters. No overseas call centers. No remote agents. When a call transfers from AI to human, it goes to a professional receptionist in the same office where Abby Connect's leadership works every day.

Bilingual coverage

Spanish-speaking callers are handled by Abby Connect's bilingual receptionist team. When the Bar requested a language selection menu, Abby Connect designed, built, tested, and launched it the same morning, about 2.5 hours from request to live.

"Please thank your receptionist for catching this... we're glad your staff is noticing these types of things."

Mary Jorgensen · Member Services Director, State Bar of Nevada

"The human safety net was the deciding factor for us. We couldn't risk a caller with a legal emergency getting stuck in an automated loop."

Lisa McGrane · Deputy Executive Director, State Bar of Nevada

"That safeguard is pretty huge, and not something we've seen other AI services doing. It ensures you truly don't miss the call."

Marianne Mlechick · VP of Operations, Abby Connect

The Results

FIRST 27 DAYS LIVE	MEASURE
Total calls handled	1,487
Peak week	370+ calls
Fully automated end to end	83%
Structured handoffs to Bar staff	17%
Caller abandonment	~8%
Call minutes absorbed per month	~7,300
Equivalent workload	24 full workdays
Staff equivalent	~3 full-time receptionists
Fully loaded cost equivalent	\$118,000-\$136,000/yr

Coverage expansion

The Bar’s office operates 8:30 am to 5 pm, Monday through Friday. Abby Connect answers around the clock. The Bar’s message log now shows referral intakes completed at 1:00 am, 4:08 am, and 6:38 am Nevadans were getting connected to attorneys at hours when the old service could only offer voicemail.

40%

Abandoned callers recovered

Proactive callbacks reached 40% of the roughly 8% who hung up, completing several additional referrals.

2.5 hrs

Spanish menu, request to live

Designed, built, tested, and launched the same morning the Bar asked for it.

6 min

To acknowledge a service issue

Resolved in under an hour. Script changes turn around in under an hour; roadmap questions in 18 minutes.

The Partnership

What retained this client wasn't just the technology. It was how Abby Connect ran the account.

- **Proactive monitoring.** Abby Connect's team noticed the Bar's own website going down intermittently and alerted the Bar before they knew. Every queued referral was held and resubmitted once the site recovered. Zero referrals lost.
- **Fast response times.** Script changes turned around in under an hour. Service issues acknowledged in 6 minutes, resolved in under an hour. Roadmap questions answered in 18 minutes.
- **Genuine collaboration.** The Bar sends Abby Connect its referral guide updates. Abby Connect's learning team turned the Bar's guide into a training quiz for the receptionists who answer its calls. When the Bar spotted a misclassified practice area, Abby Connect retrained the humans and updated the AI within a day.

“No other company could offer a custom build like this.”

State Bar of Nevada, internal documentation

Implementation Timeline

October 2025	Met at ClioCon; consult booked
November 2025	Custom demo built from a real test call
November 19, 2025	Joint call with Euclid confirms no API
November 20, 2025	Abby Connect proposes custom automation, the next day
January 28, 2026	Board of Governors approves
February 3, 2026	Contract signed; engineering begins
February 24, 2026	Custom build complete, ready to launch, in 21 days
Late March 2026	Go live
April 2026	Bar confirms continuation; service expands

Why This Matters for Bar Associations

Eight things made this work, and all eight travel to any bar running a referral program.

Works with existing software

No API, no IT project, and no changes to the bar's systems. The automation uses the same public referral form staff already use, filling out the same web forms and following the same workflow a human intake specialist would.

Bar keeps full control

The taxonomy, scripting, fee disclosures, geographic areas, and knowledge base are all the bar's own. FAQs can be updated anytime, and the AI is trained on materials the bar's own experts provide.

Every referral is auditable

Screenshot documentation at every step, structured message logs, and human review of anything unusual. Built for organizations with board-level accountability, where a referral trail has to stand up to scrutiny.

Revenue protection

Answered calls become completed referrals, which become panel attorney engagements and program revenue. After-hours coverage extends the program's reach without extending staff hours.

No new work for staff

Intake specialists stop doing routine data entry and move to the callers and casework that genuinely need human judgment. Structured handoffs arrive as clean, organized messages ready for follow-up.

Humans stay in the loop

The most important design decision was ensuring technology failures never become caller failures. If automation stalls, a trained receptionist completes the referral by hand.

Fast to launch, faster to adjust

The custom build shipped in 21 days, ahead of a 30-day commitment. Script changes turn around in under an hour, and a Spanish language menu went from request to live in about 2.5 hours.

Bilingual from day one

Spanish-speaking callers are handled by bilingual receptionists, so access to the referral service is not limited to English speakers and no caller is asked to call back later.

A partner, not a vendor

Watching the whole system. When the Bar's website went down intermittently, Abby Connect noticed first, held every queued referral, and resubmitted once it recovered. Zero referrals lost.

Learning together. The Bar's referral guide became a training quiz for the receptionists who answer its calls. A misclassified practice area was retrained across humans and AI within a day.

Answering fast. Service issues acknowledged in 6 minutes and resolved in under an hour. Roadmap questions answered in 18 minutes.

About Abby Connect

Abby Connect is a family-owned virtual receptionist company with over 20 years of experience. Live human answering and AI work together in one service, so every call is handled the right way: human receptionists answer with care and manage conversations, while AI answers on the first ring, takes messages, and transfers calls.

One service, three ways

Start with human receptionists, AI, or both together, and change the mix anytime. You choose how each call is handled, and callers reach the right kind of help.

Small, dedicated teams

A dedicated team of 10 to 20 receptionists per client, all U.S.-based and on site in our Las Vegas offices. Never outsourced, never working from home.

Abby Intelligence

An in-house U.S. quality assurance team reviews real conversations and refines how calls are handled, so the service keeps improving long after onboarding.

The Abby Proven Process

Onboard, Optimize, Support. A Client Success Team sets up the right mix; a dedicated Solutions Engineer handles technical and integration needs.

1,000+ integrations

Caller data syncs with Salesforce, Clio, HubSpot, Google Calendar, and thousands more via Zapier. Anything missing is built during onboarding.

Full call visibility

The AbbyGO app and web portal give you recordings, transcripts, summaries, sentiment scores, and usage tracking for every call.

24/7 answering including nights, weekends, and holidays

Bilingual with caller language detected automatically

Family owned and operated since day one

Legal-ready with Clio, Clio Grow, and Lawmatics integrations

“We believe technology should enhance human connection, not replace it. That’s why we launched our ‘Stop Firing Humans’ campaign and continue to invest in both our people and our technology.”

Nathan Strum · CEO, Abby Connect

Ready to transform your bar association’s referral service?

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This case study is published with permission from the State Bar of Nevada. Statistics reflect the first 27 days of live service. Results may vary.