

## Inmigración America – Legal Lead Generation & Appointment Setting

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### The Client

Inmigración America is a law firm dedicated exclusively to United States immigration law. Whether people want to come to the U.S. temporarily or permanently, Inmigración America helps individuals and families navigate the maze of immigration laws and obtain the required documentation.

### Client Objectives

Inmigración America is committed to providing hope, opportunity, and support to people who are looking for a better future by obtaining citizenship in the United States.

In order to reach potential clients, Inmigración America runs radio spots encouraging people to call and schedule a consultation appointment. Due to the sensitive nature of this service, building trust on the phone with a potential client is a critical consideration. In some cases, potential clients have previously experienced fraud or negative outcomes from other immigration service providers. When potential clients call to schedule an appointment, they need to feel safe and understood.

### The ListenTrust Solution

Given the sensitive nature of the calls and inquiries we would be receiving, we knew we needed to establish trust and a feeling of security and rapport within the first minute of answering the phone. We assembled a team of 260 of our Spanish-speaking Agents, based in Mexico, who would be able to provide an immediate sense of comfort and familiarity to all inbound callers.

In addition to our standard ListenTrust University training, Agents were given tools to help quickly establish a trusting relationship with an audience that had the potential to be skeptical and lacking trust. This training included coaching about what questions to ask as well as questions and topics that should not be broached on the call.

ListenTrust answers hundreds of calls to Inmigración America each week, with the goal of scheduling a consulting appointment at the conclusion of each call.

## The Results

ListenTrust has delivered an average 80% successful conversion from inbound call to scheduled appointment



As a result of ListenTrust's success handling inbound calls and establishing trusted relationships with potential clients, Inmigración America expanded our engagement to include fielding customer service calls as well.

## Testimonial



*"ListenTrust is a terrific partner to Inmigración America, providing exceptional service to our office and our clients. ListenTrust's Agents understand the important role they play in helping people fulfill their dreams of becoming documented citizens, and they genuinely care. Agents handle all calls with sensitivity and compassion and are able to make our clients feel comfortable and supported instantly. With ListenTrust's support, Inmigración America has been able to give people hope, reunite families, and help individuals successfully navigate the immigration process."*

- Sergio J. Siderman, Esq.

