



CASE STUDY

# Home of the Brave

## Client Overview

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, Inmigracion America helps individuals and families navigate the maze of immigration laws and obtain the required documentation.

## The Challenge

In order to reach potential clients, Inmigracion America runs radio spots encouraging people to call and schedule a consultation appointment.

***Building trust on the phone with a potential client is a critical consideration.***

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

Because of the sensitive nature of the calls, our first priority was to build trust and a sense of security from the very first interaction. We needed every caller to feel comfortable and understood within the first minute of the conversation.

### **Building a Dedicated, Culturally Aligned Team**

To achieve this, we assembled a dedicated team of 260 Spanish-speaking agents based in Mexico. Their cultural familiarity and language fluency allowed them to immediately connect with inbound callers and establish a sense of ease and credibility.

### **Specialized Training for Trust and Sensitivity**

Each agent completed ListenTrust University training, plus specialized instruction tailored to the Immigration America program. This included coaching on how to build rapport quickly, which questions to ask to foster trust, and which topics to avoid to ensure sensitivity and compliance.

### **Delivering Consistent Results**

With these tools and training in place, ListenTrust now handles hundreds of calls to Immigration America every week, guiding callers through sensitive conversations and successfully scheduling consulting appointments at the close of each interaction.

---

## Results That Drive Growth

### **The Response**

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

---

## 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. Sideman, Esq.*