

CASE STUDY

Building Trust in the First Call

How ListenTrust achieved 80% conversion by turning sensitive conversations into scheduled legal consultations

Client

U.S.-based immigration law firm

Industry

Legal services focused on consultation-driven client acquisition

Engagement

Inbound call handling, appointment setting, and bilingual customer engagement

Background

A U.S.-based immigration law firm generated high volumes of inbound calls through radio campaigns, requiring immediate trust-building and culturally fluent engagement to convert sensitive inquiries into scheduled consultations.

The Challenge

Inbound calls required more than standard appointment scheduling due to the emotional and high-stakes nature of immigration services. The firm needed to:

! Convert inbound radio leads into scheduled consultations

! Establish trust within the first moments of each call

! Overcome skepticism from callers with prior negative experiences

! Provide culturally aligned, Spanish-language support

! Maintain empathy and sensitivity while achieving consistent conversion performance

Without the ability to quickly build trust, valuable inbound opportunities risked being lost—impacting both client outcomes and firm revenue.

THE LISTEN TRUST SOLUTION

Trust-Centered Bilingual Conversion Model

ListenTrust deployed a dedicated team of 260 Spanish-speaking agents in Mexico, selected for cultural alignment and advanced communication skills.

Key components included:



Culturally Fluent Spanish-Speaking Agents

Native-level language capability aligned with the caller demographic.



Sensitive Communication Frameworks

Structured call approaches guided agents on appropriate language and prohibited topics.



Emotionally Intelligent Engagement

Agents were trained to act as empathetic first points of contact for individuals navigating complex legal situations.



Specialized Trust-Building Training

Agents received focused coaching on empathy, tone, and building credibility with skeptical callers.



Conversion-Focused Call Strategy

Clear objective to schedule a consultation on every qualified call.





Results

ListenTrust's trust-centered engagement model delivered consistent, high-impact performance.

80% Call-to-Consultation Conversion Rate

Industry-leading conversion from inbound inquiry to scheduled appointment.

Consistent Monthly Show-Rate Achievement

Improved trust and communication increased appointment attendance.

Enhanced Outbound Engagement

Agents established stronger connections with prospective patients, improving lead quality and conversion.

Increased Revenue Stability

More consistent conversions translated into more predictable revenue performance.

Reduced Leadership Burden

Eliminated the need for internal recruiting, screening, and intensive oversight.

Impact

By replacing an underperforming offshore model with a disciplined near-shore strategy, ListenTrust enabled the organization to convert more inbound demand into booked consultations while strengthening customer trust, improving operational efficiency, and supporting sustained revenue growth.