

A Better Client Experience Through Online Payments



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Introduction

The way an attorney would go about arguing a case in 2020 is vastly different than it would have been 10 years ago. Similarly, it seems counterintuitive when law firms take an outdated approach to other aspects of supplying legal services—specifically billing and payments.

Taking a closer look at the monetary and logistical aspects of hiring legal counsel reveals the standard process of establishing and maintaining a client-attorney relationship is a little dated.

This is particularly obvious when you consider the following:



29 percent of Americans have **less than \$1000** in their savings account.¹



Nearly 30 percent of Americans **do not use cash** during a typical week.²



Between 2007 and 2017, the use of **paper checks for payments** decreased by nearly 40 percent.³



40 percent of individuals who are in need of legal assistance would **not consider hiring a lawyer** who didn't take credit or debit cards.⁴

Updating your payment process isn't a giant undertaking; in fact, it's a lot easier than you may think. **Here are the stories of five law firms that used modern online payments to elevate the client experience in their practices.**

1. [Fraser, Wilson & Bryan, P.C.](#)

2. [Nayar & McIntyre, LLP](#)

3. [The Law Office of Stephen P. Shepard](#)

4. [The Law Offices of Shawn B. Hamp P.C.](#)

5. [Turco Legal](#)



Fraser, Wilson & Bryan, P.C.

PRACTICE AREA: Civil Litigation, Family Law, and Transactional Law

LOCATION: Stephenville, Texas

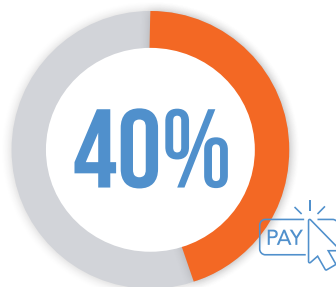
Founded in 2004 in Stephenville, Texas, Fraser, Wilson & Bryan, P.C. is a full-service firm specializing in civil litigation, family law, and transactional law. Their firm is focused on serving residents and businesses located in Stephenville and its surrounding counties.

"Our firm has deep ties to Stephenville," said Kimberly Pack Wilson, founding partner at Fraser, Wilson & Bryan, P.C. "I was raised here. Amy Bryan and I went to Tarleton State University. It's where we call home, and we want to make our home a better place."

Prior to LawPay, Fraser, Wilson & Bryan was using a payment solution that just wasn't meeting their specific needs as a law firm. Kim Wilson found that **LawPay has made her firm's daily operations simpler and more efficient.** Their clients are able to pay much faster than if they used traditional methods. "Paying through LawPay is convenient for our clients," says Wilson.

"They don't have to wait until we're open, or stop by the office. They just go online and make their payment."

Since making the switch, more and more of Fraser, Wilson & Bryan's clients have been making payments through LawPay. "About 40 percent of our payments are done online or over the phone through LawPay," Kim Wilson noted.



"About 40 percent of our payments are done online or over the phone through LawPay"

Fraser, Wilson, & Bryan couldn't be happier that they discovered LawPay so many years ago. As Kim Wilson describes it, "LawPay helps us deliver customer service that exceeds their expectations. That's what I need from legal technology—to make me look like a rockstar and a modern law firm. LawPay does that."



CHALLENGE

Clients could only pay invoices when office was open



SOLUTION

With LawPay, clients can pay invoices online at anytime from anywhere



TESTIMONY

"LawPay helps us deliver customer service that exceeds their expectations."

Kimberly Pack Wilson
Fraser, Wilson & Bryan, P.C.

Nayar & McIntyre, LLP is a small, boutique immigration law firm that primarily handles family-based and naturalization cases, humanitarian relief, and deportation defense. They are dedicated to providing competent, compassionate, and affordable legal representation to immigrants and their families.

Firm partners Lakshmi Nayar and Maria McIntyre know for many immigrants, the U.S. immigration experience is daunting, overwhelming, and, unfortunately, distressing. The firm's goal is to relieve that burden and navigate the complicated immigration maze on behalf of their clients to protect their rights and secure their legal immigration status in the United States.

Both partners have personal ties to immigration law. Nayar is a first generation immigrant, and McIntyre's mother immigrated to the U.S. in 1970. The firm shares a personal passion for

immigration law, as it is about keeping families together and giving someone the ability to work towards the American Dream.

The firm is small by design, as they want to know their clients by name and not by case number. Nayar and McIntyre say the biggest compliment they can get from clients is a referral, but it warms their hearts when they get invitations to their clients' weddings, baby showers, quinceañeras, and other special events.

Having started the practice in 2009, Nayar & McIntyre has always been reliant on an online presence. When they signed on with LawPay, the firm's clients embraced the ability to make online payments. **According to the firm, that is, by far, the #1 way their clients make monthly payments.** Nayar & McIntyre did not accept credit cards before LawPay. Since joining LawPay, their clientele has nearly doubled.



CHALLENGE

Lack of online payment options didn't align with firm's digital-forward image



SOLUTION

Allowing clients to pay online helps the firm provide a more modern client experience



TESTIMONY

"Since joining LawPay, our clientele has nearly doubled."

Nayar & McIntyre, LLP
Immigration Law

The Law Office of Stephen P. Shepard, LLC was founded on the idea that the way attorneys practice law in the state of Maryland needs to change for the better. The firm aims to provide their clients with one thing: superior representation based on four core values. Those core values are to provide: affordable representation, client-centered representation, collaborative advocacy, and comprehensive service.

“Since early childhood, I have always had a ‘soft side’ for the so-called underdog in a fight,” says Stephen Shepard. “When you are charged with a crime, it is the State of Maryland vs. You – that can be pretty intimidating! I wanted to be the one who stands up for the underdog.”

Part of Shepard’s commitment to his clients is being as accommodating as possible and doing

everything he can to make their lives easier. **LawPay supports his efforts to minimize the stress in his clients’ lives by simplifying the payment process.**

LawPay allows the firm to accept credit cards which helps them cater to those folks who prefer not to pay with cash or a check. Thus, LawPay improves the firm’s customer service in a way that is consistent with their core values.



With LawPay, they can easily accept credit card payments from clients on the computer, on an iPhone, or on an iPad. Shepard appreciates the ability to collect a client’s signature digitally and that LawPay emails a receipt to the firm which can instantly and easily be given to the client. In Shepard’s opinion, “LawPay truly is the gold standard for credit card processing for attorneys.”



CHALLENGE

Current payment process clashed with firm’s commitment to accommodating clients



SOLUTION

LawPay supports a more flexible payment process, making it easier to meet client needs



TESTIMONY

“LawPay truly is the gold standard for credit card processing for attorneys.”

Stephen Shepard
Criminal Defense Law



PRACTICE AREA: Criminal Defense

LOCATION: Kingman, Arizona

As a child, Shawn B. Hamp always watched Perry Mason with his parents. In middle school, his interest in becoming a trial lawyer grew and he competed in mock trial competitions. From there, he went on to receive his bachelor's degree and J.D. from the University of Arizona. In 2007, after realizing he enjoyed practicing criminal law and trial litigation and following encouragement from another former prosecutor, he pursued his vision of starting his own private practice.

Hamp has always stayed current with the latest technology since he started the practice, which is why the entire firm is cloud-based. Moving the firm's client management and document management to the cloud allows Hamp to have the information he needs to represent his clients whether he's in the office or on the go.

Technology also allows Hamp to stay in constant

communication with his clients. The firm's online case management software keeps clients in the loop about the goings on of their case and lets them contact the firm privately and securely when they need help and want to know what's next.

With so much of his practice already relying on technology, it didn't make sense for Hamp to use an outdated payment system. LawPay has made it extremely easy and convenient for the firm to process payments from clients. **Clients can pay online or via email with the convenient online link and portal, which is particularly helpful when working with clients who are out of state.**

The recurring payment feature also helps clients finance their legal fees.

"If you are going to run a consumer-driven practice," says Hamp, "you need credit card processing."



CHALLENGE

Traditional payment system was unsuitable for cloud-based firm



SOLUTION

Using a secure online portal to accept payments better reflects firm's modern approach to law



TESTIMONY

"LawPay has made it extremely easy and convenient for our firm to process payments from clients."

Shawn B. Hamp

Law Offices of Shawn B. Hamp

Massachusetts-based Turco Legal is proud to call themselves a family-focused firm. Everyone at the firm is 100% committed to their clients, putting their personal time aside to make sure that their clients' needs and concerns are addressed in a timely manner.

Damian J. Turco originally chose family law because he believes it's a great area of law in which to start your career. "Many families don't have the finances to hire a high-profile divorce lawyer," says Turco. "So it's a good way for lesser experienced lawyers to enter the legal field and start working while providing invaluable help to individuals and families who desperately need it."

The firm never wants clients to feel like they can't get the help or information that they need. Consequently, Turco freely gives clients his cell phone number. He

wants them to know that he's always there for them. "I can talk to my clients, calm them down, and let them know that their concerns will be taken care of," says Turco. "It really helps to build an incredible amount of goodwill and trust."



His dedication to reducing his clients' stress extends to all areas of the firm—including payments. "LawPay is extremely convenient, both for me and for my clients," says Turco. "I can email my clients a link to a secure payments page or I can even text them the link if their payments are late or if their retainer is running low.

It makes the likelihood of getting paid so much higher because clients don't have to take out money or find their checkbook. I can keep their credit card on file and they can pay for my services with just the click of a button."



CHALLENGE

Limiting payment options to only cash or check created stressful situations for clients



SOLUTION

Accepting credit card and eCheck payments reduces burden for clients



TESTIMONY

"LawPay is extremely convenient, both for me and for my clients."

Damian J. Turco
Turco Legal



YOUR LOGO

Your Law Firm
1234 Main Street
Anytown, TX 12345
512-555-1234
payments@yourlawfirm.com
www.yourlawfirm.com

Invoice Payment
Payment Detail

Amount
\$ 500.00

Reference
Case 123

Card Information

Name on Card
Roy Smith

Card Number
5555 5555 5555 5555

CVV
111

VISA MasterCard AMEX
eCheck DISCOVER

LAWPAY
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**Want to see for yourself just how big of an impact
LawPay can have on your firm?**

SCHEDULE A DEMO

Or, if you're ready to get started with LawPay now,
you can [sign up here!](#)



SOURCES:

[1 How Much Does the Average American Have in Savings?..](#)

MagnifyMoney, 2019

[2 More Americans are making no weekly purchases with cash.](#)

Pew Research Center, 2018

[3 Consumer Payment Preferences and the Impact of
Technology and Regulation: Insights from the Visa Payment
Panel Study.](#) Consumer Finance Institute, 2019

[4 Legal Trends Report.](#) Clio, 2018

Questions?



Our Certified Payments Professionals are here to help!
Contact us at lawpay.com/contact-us or call 866-376-0950