

The AI Intake Night Shift

Implementation guide for personal injury firms

7 AI agents run new-client intake all night. A lawyer makes every legal call.

Implementation guide | 10 templates | Claude skill | No legal advice from AI

Bayline Injury Law
Tampa, FL · Personal injury · 4 attorneys

DEMO FIRM · FICTIONAL PEOPLE

OVERNIGHT · 4 CALLS	CASE	TIME	SCORE	STATUS
Ana Ruiz	Car crash · red light	11:40 PM	86	Strong
M. Ortiz	Rideshare passenger	1:12 AM	64	Needs records
T. Nguyen	Dog bite	2:05 AM	58	Follow-up 10 AM
J. Patel	Slip and fall	4:31 AM	22	Decline?



8:02 AM · Dana Brooks talks to Otto
Accept Ana, standard agreement. Decline the slip and fall.

8:41 AM · Ana signs
Letters out at 8:42.

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BEFORE YOU START

How to read this guide

A working manual for the managing attorney of a personal injury firm, the intake manager, and whoever builds the system with you. US focus, Florida examples, one section on Canada.

READ IT IN THIS ORDER

1. **Part 1, the business reality**: what the published numbers say about answering, speed and nights, and the myths this guide refuses to repeat.
2. **Part 2, one night**: Ana Ruiz calls Bayline Injury Law at 11:40 PM. Minute by minute, to her signature at 8:41 AM.
3. **Part 3, the seven agents**: two pages each. The job, the tools, the inputs and outputs, the exact words, what it must never do, the human gate, and a build spec. Then the knowledge layer.
4. **Part 4, ethics and compliance**: the ABA Model Rules and opinions, Florida, Oregon and other states, solicitation, recording, texting, bot disclosure, HIPAA, Canada.
5. **Part 5, build and run**: the ten human gates, the stack, the data flow, the 30-60-90 day rollout, supervision, KPIs and the money table.
6. **Part 6, templates**, then the appendices: the Claude skill in full, the remaining firm files, a glossary and every source.

WHAT IS IN THE PACK

- This guide (PDF, A4).
- The **Intake Night Shift skill** for Claude: paste a call transcript, a web form or a text, and Otto routes it through the agents and stops at every attorney gate.
- **Nine firm files** inside the skill: disclosure, intake questions, criteria, conflicts, engagement, records letters, decline letter, follow-up cadence, ethics. All reproduced in this guide.
- The full-resolution night-shift poster.

HOW NUMBERS ARE SOURCED

Every statistic carries a bracketed number that points to the sources appendix, with the year in the text. Many figures in legal intake come from companies that sell intake software, answering or marketing. When they do, the text says "vendor" or "agency". Where a widely quoted number has no traceable source, this guide says so and does not use it (Part 1, "Numbers we will not use").

THE DEMO FIRM

Bayline Injury Law, Tampa, Florida, four attorneys, is fictional. So are Ana Ruiz, Dana Brooks, Ryan Holloway, Holloway Pools LLC and every other person and company in the story. Demo data is labelled as such. The rules, the tools and the sourced numbers are real.

THE ONE-LINE RULE

The AI answers, gathers and drafts. A lawyer decides, signs, and gives the advice.

BEFORE YOU START

What this is not

Read this page before anything else, and give it to whoever builds the system.

NOT LEGAL ADVICE

This guide explains how to design, build and supervise an AI intake system for a personal injury firm. It is not legal advice, it is not a legal opinion about your firm, and reading it does not create a lawyer-client relationship with anyone. The rules it summarises are as of October 2026, from the sources listed at the end, and many differ by state and change often. Before any AI talks to a prospective client, your own counsel and your state bar's rules and ethics opinions decide what you may do.

THE AI IN THIS GUIDE NEVER

- gives legal advice, or says whether someone "has a case"
- says what a case is worth, or quotes past results
- computes or states a deadline
- decides to accept, refer out or decline a case
- explains, interprets or negotiates the fee agreement
- sends an agreement before an attorney said yes
- sends a letter without an attorney's signature
- pretends to be a person or a lawyer

AND IT NEVER SOLICITS

- No calls, AI voice calls, voicemails, texts, emails or DMs to accident victims who did not contact the firm.
- No police-report lists, crash lists or purchased lists of injured people.
- No "we saw your accident" messages, ever, on any channel.
- Follow-up only to people who contacted the firm, with their consent, inside quiet hours.

Why: Part 4, "Solicitation of accident victims, state by state".

CHECK YOUR STATE BAR

The examples are Florida because the demo firm is in Tampa. Your state has its own versions of Rules 1.18, 5.3, 7.1 to 7.3 and its own advertising and solicitation rules, and some states have AI opinions of their own (Part 4). Read them. Where your state is stricter than this guide, your state wins.

IT IS NOT A PRODUCT ENDORSEMENT

Tools are named because personal injury firms use them and because the agents must work inside them. No vendor paid for a mention. Vendor claims are labelled as vendor claims.

WHAT IT IS

A design for a fast, honest front desk that never sleeps: it answers in seconds, says it is an AI, collects the minimum facts, checks conflicts, drafts what an attorney will sign, and hands the attorney one clear queue in the morning. Everything else stays with people.

01

The business reality

What the published numbers say about answering the phone, speed, nights and the value of a case, and the numbers this guide refuses to use.

PART 1

The intake problem in numbers

Law firms are hard to reach, and people who need a lawyer do not wait. Two caveats first: the Clio tests below did not focus on personal injury firms, and most other figures come from vendors or agencies.

FIGURE	WHAT IT MEASURES	SOURCE
40%	Law firms that picked up the phone when a secret shopper called (56% in 2019). 52% were reachable including callbacks; **48%** could not be reached at all, even after a message.	Clio Legal Trends, 2024 [3] [4] [5]
33%	Firms that answered an email inquiry (40% in 2019). On the phone, 36% explained next steps.	Clio, 2024 [3] [4]
73%	Secret shoppers unlikely to recommend the firm they contacted.	Clio, 2024 [5]
56% / 39% / 5%	Calls answered live / sent to voicemail / not answered. 57% of firms reached by voicemail did not call back within 72 hours.	Clio, 2019, p.34 [1]
79%	Consumers who expect a reply within 24 hours (10% within an hour), from a 2,000-consumer survey.	Clio, 2019, p.27 [1]
18.6% / 40.4% / 80%+	Legal consumers who contact another attorney after 8 hours or less / after 24 hours / after 48 hours with no reply.	Martindale-Avvo, 2023 data, p.22 (vendor) [6]
78.9% / 11%	Hirers who contacted more than one attorney / who hired the first attorney they contacted.	Martindale-Avvo, 2023 data (vendor) [6] [7]
31.6%	Non-hirers who gave "attorneys didn't respond" as the reason (14.0% in 2022). "Slow to respond" is a top-three reason not to hire for 46.2%.	Martindale-Avvo, 2023, pp.20, 25 [6]
3 in 10 / 5 in 10	Consumers who hired within 3 days / within a week of realising they needed a lawyer. 84.8% called their matter urgent.	Martindale-Avvo, 2023, pp.14, 24 [6]
25% / 26%	PI and criminal defense firms that replied to a web form in under 5 minutes (13% in 2021) / that failed to respond. Forms were sent in the daytime.	Hennessey Digital, 2025 (agency) [9]
20 min / 27%	Median first reply to a web form / firms that never replied within 7 days, about 1,300 firms.	Hennessey Digital, 2023 (agency) [8]
28%	Calls to legal businesses that go unanswered (healthcare 32%, home services 14%), 1.1M leads.	CallRail, January 2025 (vendor) [10]
13.6% / 57%	Paid-search calls missed, in one agency's 6,801 calls / missed callers who left no voicemail.	FWD Lawyer Marketing, May 2025 (agency) [12]
81% / 22%	Firms that say they have lost clients to slow response / firms that use call tracking.	CallRail legal ebook survey, 2026 (vendor) [11]
Under 10%	Callers who reached a lawyer, in 17,000 inbound calls; nearly one-third reached only voicemail.	ABA Law Practice Division group, 2016 [13]

THE HONEST HOOK

People who need a lawyer call around, and they move fast. Only 11% hired the first attorney they contacted, so the goal is not "be first". It is "be reachable, be clear, and call back when you said you would". [7]

PART 1

Nights and weekends: what the data really says

Vendors say half of legal inquiries come after hours. The only US call-log data found says about one call in six.

THE CALL LOGS

- **About 17.5%** of calls arrived outside Monday to Friday 9 to 5: 14.97% on weekday evenings and early mornings, 2.57% on weekends. About 30,000 CallRail-tracked calls, mostly PI and criminal defense clients (agency, 2022). [28]
- Weekday after-hours calls bunch at **5 to 6 PM (34.22%)** and **8 to 9 AM (28.54%)**, the edges of the day. [28]
- About **60%** of after-hours and weekend callers were first-time callers. [28]
- Weekend calls lasted over 30 seconds 75.38% of the time at firms with after-hours coverage, against 55.44% without. [28]

THE TESTS

- **40.9%** of 1,000 PI firms in 25 US cities did not answer an after-hours call, and 29.2% of firms listed "Open 24 Hours" on Google still did not answer (February 2026; the authors are affiliated with an intake vendor). [29]
- UK comparison: in a 2019 mystery shop of 52 PI firms between 5:30 and 7:45 PM, about 24% of callers reached a live person, 18% had no way to leave a message, and two-thirds of those who left one got no callback. [30]

CRASHES DO NOT KEEP OFFICE HOURS

36.2% of US crash deaths in 2024 happened between 9 PM and 6 AM, and **32.9%** on a Saturday or Sunday. [31] These are deaths, not injuries or calls: read them as "the worst crashes happen at night", not as a share of calls.

THE ARITHMETIC

Monday to Friday, 9 to 5, is 40 of the week's 168 hours. A 9-to-5 front desk is closed **76%** of the week. No study is needed for that one.

PLANNING FORMULA (AN ASSUMPTION, NOT A BENCHMARK)

No published figure gives calls per night at a PI firm. To size the night shift, use: **after-hours calls per month = total monthly calls x 0.175**, the Market My Market share. [28] Then replace it with your own CallRail data after 30 days. A firm with 400 calls a month plans for about 70 after hours, roughly 2 or 3 a night.

WHAT IT MEANS FOR THE DESIGN

The night shift is not built for a flood of 2 AM calls. It is built so that the one call in six that arrives when nobody is there, often from a first-time caller, gets the same disclosure, the same questions, the same conflict check and the same 9 AM callback as a call at noon. And it covers the 5 to 6 PM and 8 to 9 AM edges, when staff are leaving or not yet in.

PART 1

Why speed and evidence matter in injury cases

Injury clients decide in days, evidence starts disappearing in hours, and the money arrives months later.

FACT	DETAIL	SOURCE
3 days	Average time for a PI lead to become a client, the fastest of any practice area.	MyCase Benchmark, 2023 data (vendor) [16]
184 days	From PI lead to first payment, against 38 days on average across practice areas.	MyCase, 2023 data (vendor) [16]
Within days	7 in 10 auto-injury claimants consulted or hired a lawyer; nearly half of those who hired did so within days of the accident.	IRC survey, July 2026 [17]
40% to nearly 50%	Represented auto-injury claimants, 2017 to 2022; about 440 days median to resolve for them.	IRC, July 2026 (insurer-funded) [18]
$28,278	Average auto bodily injury liability claim in 2024, up from $26,178 (2023) and $20,769 (2020).	Triple-I, ISO data [21]
1/3 to 40%	Contingency fees are "often one-third to forty percent".	ABA consumer page [19]
$69,272	Average dog-bite claim in 2024 (22,658 claims, $1.57B paid). California, Florida and Texas lead.	Triple-I and State Farm, 2025 [22]
2.42 million	People injured in US crashes in 2024 (39,254 killed). About 74,001 were hurt in large-truck crashes in 2023.	NHTSA; FMCSA data [24] [26]

THE VALUE OF ONE ANSWERED CALL (ILLUSTRATIVE)

Average auto bodily injury claim $28,278 (Triple-I, 2024) x a one-third fee = about **$9,400** gross fee. One PI firm in a vendor case study reported $10,000 average revenue per case, the same order of magnitude. [21] [149] This is arithmetic on sourced figures, not a promise about any case.

THE EVIDENCE CLOCK

- A store kept only about 37 minutes of the requested video; a new trial was ordered (Marshall v. Brown's IA, Pa. Super. 2019). [67]
- A plaintiff waited about 9 months to ask for pre-fall video; it had been overwritten (Lev v. Eataly, N.Y. App. Div. 2024). [66]
- Truck engine data was lost to automatic overwrite after the truck was driven again; fleet messages were kept only 7 to 45 days (Cox v. Swift, 2021). [64]

PART 1

How personal injury intake works today, step by step

The sequence most 5 to 30 person PI firms run, from the first ring to an opened case. The last column is the night-shift agent that takes over the busywork.

#	STEP	WHO DOES IT TODAY	SYSTEM OF RECORD	NIGHT SHIFT
1	**Lead arrives: call, form, chat, text, referral, lead vendor** [33]	Intake specialist by day; answering service or voicemail at night	CallRail into the intake CRM	Reception, Otto
2	**First call, fact gathering** [34]	Intake specialist, often bilingual	Lead Docket, CASEpeer, Litify, Clio Grow, Lawmatics	Reception, Intake
3	**Qualify and score** [49]	Intake specialist, then intake manager	Vendor scoring tools	Intake
4	**Conflict check** [97]	Staff run the search; a lawyer decides close matches	Practice management conflict search	Conflicts
5	**Attorney review: accept, refer out, decline** [33]	Attorney	Intake CRM status	Otto (queue), attorney decides
6	**Decline letter** [55]	Attorney signs; staff send	Letter template, conflict database	Intake drafts, attorney signs
7	**Sign-up: contingency agreement plus HIPAA authorization by e-sign** [60]	Intake specialist or case manager	DocuSign, Vinesign, built-in e-sign	Engagement
8	**Letters of representation, with a policy-limits request** [63]	Case manager, attorney signature	Case management	Records
9	**Preservation letters: truck data, store video, dashcams** [64]	Attorney or case manager, same week	Case management	Records
10	**Medical records and bills requests** [71]	Case manager or records clerk	CASEpeer medical tab, ChartSwap, Records On Time, MoveDocs	Records
11	**Welcome and onboarding** [35]	Case manager	Client portal, texting	Follow-up (logistics only)
12	**Follow-up of undecided leads, "until they sign or decline"** [34]	Intake specialist plus automation	Drip texts and email	Follow-up
13	**Lead-source tracking: which ad produced the signed case and the fee** [80]	Intake manager, marketing	UTM and tracking numbers into the CRM	Intake records it, Otto reports it

THE CLASSIC SCREEN

Clear liability, real injuries with treatment, and collectible coverage. Red flags: auto limits as low as $15,000, homeowner policies that may exclude dog bites, uninsured or government defendants. [43] The first-call questions (published intake sheets) are in Part 6, template 1. [42]

PART 1

Who answers the phone today

Three models, often mixed: in-house intake staff by day, an answering service or voicemail at night, and a growing layer of software.

IN-HOUSE INTAKE

- **Intake specialists** answer, qualify on accident type, injuries, liability and insurance, and are asked to get the retainer e-signed on the same call. A 2026 Fort Lauderdale PI posting lists $60,000 pay, Litify, CASEpeer, Filevine, Lead Docket and DocuSign, and weekly and monthly sign-up goals.[34]
- **The intake manager** oversees workload and conversion; leads can auto-route to available staff (vendor).[33]
- **Two-step firms**: the intake specialist takes the call, a case manager does the "client sign-up".[35]

ANSWERING AND INTAKE SERVICES (VENDOR CLAIMS)

- **Alert Communications**: 24/7/365, answers within 3 rings, sends e-sign retainers during the call, $75 to $100 per signed retainer.[36]
- **Answering Legal**: 24/7 live, custom questions, syncs to Clio Grow, MyCase, Lawmatics and others.[37]
- **LEX Reception**: 24/7 human-only intake against the firm's criteria.[38]
- **Smith.ai**: can fill a Clio Grow form, book on Clio Scheduler and run conflict checks.[39]
- **Ruby**: Clio integration; Lawyerist notes firms needing round-the-clock live coverage may need a backup after-hours service.[40]
- **Nextiva XBert AI**: qualifies callers, books consults, routes urgent calls.[41]

THE SOFTWARE ALREADY IN THE BUILDING

Vendors already sell AI scoring and summaries: Lead Docket's Predictive Analysis and LeadsAI, Lawmatics QualifyAI (firm-set criteria, explains its reasoning), Litify's Intake Qualifier Agent, CASEpeer case grading, GrowPath lead scoring.[48][49][50][51][52] Lawmatics, Lead Docket, Law Ruler and CASEpeer automate follow-up texts and emails.[76][77][78][79] Firms using client-facing technology got about twice the leads and revenue in Clio's 2024 data, and 7% of firms had a website chatbot.[4][5]

WHAT THE NIGHT SHIFT ADDS

Not another tool. The layer that connects the tools the firm already has to its own written rules: the same disclosure, the same minimum questions, the same conflict search and the same criteria at 2 AM as at noon, the letters pre-filled for signature, and one queue for the attorney at 8 AM. It runs inside the intake CRM and the practice management system, never instead of them.

PART 1

Numbers we will not use, and why

A practitioner checks the sources. These figures circulate widely in intake marketing. Each one fails, so this guide leaves it out, and so should your pitch deck.

THE CLAIM	WHY IT IS OUT
"78% of clients hire the first firm that responds."	No traceable legal source; it goes back to a sales-software webinar write-up with no method. Martindale-Avvo's 2023 consumer data says the opposite: 11% hired the first attorney they contacted and 78.9% contacted more than one. [6] [7]
"42%" or "60 to 70%" of legal inquiries arrive after hours.	Vendor blogs that cite nothing. The only call-log data found puts it at about 17.5%. [28] (That same page also says "97%", which contradicts its own figures.)
Clio's numbers as "PI firms".	Clio's 2019 secret-shopper test covered family, criminal, bankruptcy, employment and business firms, no personal injury. The 2024 page does not name practice areas. Say "law firms". [1] [3]
An "average cost per signed case" for the industry.	Only agency and vendor data exist, so name them: $2,485 (Google LSA) and $2,971 (Google Ads) per signed car case in one agency's 2025 spend; $3,050 at one PI firm in a vendor case study. [148] [149] A separate "$468 per signed case" figure is internally inconsistent.
"21x more likely to qualify if you call in 5 minutes", attributed to Harvard.	The 21x comes from an InsideSales and MIT study (2007, vendor). [15] HBR (2011) found leads called within an hour were nearly 7x as likely to be qualified as those called an hour later. [14] Neither is about law firms.
"20% of firms returned voicemails in 2024."	One blog, no method.
"72%" or "69%" of callers hang up on voicemail.	Unsourced vendor claims.
LSA for PI at "$140 to $340 per lead, 25% signed, $960 per case".	No method published.
"13.4 leads per signed client" as a benchmark.	No source behind it.
Calls per night, share of non-viable calls, tool market shares.	No independent figure found. Measure your own (Part 5).
Counts of PI law firms.	One publisher gives two contradictory counts. The ABA counts 1,374,720 active US lawyers in 2025, all practice areas. [27]

THE RULE WE FOLLOWED

If a number cannot be traced to the organisation that produced it, it does not appear. If it comes from a company that sells intake, answering or marketing, it says so. If it is our arithmetic, it says "illustrative".

02

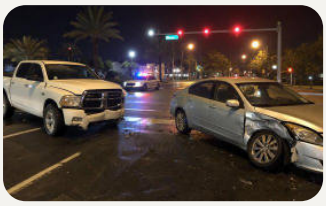
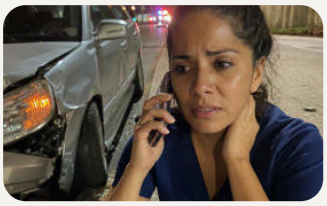
One night at Bayline Injury Law

Ana Ruiz calls at 11:40 PM after a pickup runs a red light. By 8:42 AM she has signed, and the evidence letters are out. No lawyer slept less.

ONE NIGHT, MINUTE BY MINUTE

11:40 PM: Ana Ruiz calls Bayline Injury Law

The night from the video. A demo firm and fictional people, but every step follows how personal injury intake really works, and every limit follows a bar rule cited in Part 4.



TIME	AGENT	WHAT HAPPENS	HUMAN
11:20 PM	The crash	A pickup runs a red light at Dale Mabry and Kennedy in Tampa and hits Ana Ruiz's car. Police come. Her neck hurts.	
11:40	Reception	Ana calls Bayline. Reception answers in seconds: it says it is the firm's AI assistant, that the call is recorded, and asks if she is safe.	
11:41	Reception	The notice: talking does not make the firm her lawyer. "Have you already hired a lawyer?" No. Facts: the corner, police on scene, neck pain, a gas station camera. Intake writes each answer into Lawmatics as she talks.	
11:42	Conflicts	Ana Ruiz, Ryan Holloway (other driver), Holloway Pools LLC (truck owner): no conflicts.	
11:42	Reception	"Do I even have a case?" Reception gives no legal advice: an attorney will call her by nine. "Please get checked tonight."	Advice: lawyer only
11:43	Intake	One-page memo for the 9 AM review. Score 86 against the firm's written criteria. Deadlines: attorney to compute.	
11:45	Follow-up	She agreed to texts. "Your intake is saved. An attorney will call you by 9 AM. Reply STOP to opt out." At 11:46 she sends the police card and photos of both cars.	
11:47	Otto	Otto holds the agreement and the three letters for an attorney. Nothing else leaves the firm overnight.	Attorney decides
1:12 to 4:31	Otto	Three more calls: a rideshare passenger, a dog bite, a slip and fall. Same script, same memo.	
8:02 AM	Otto	Dana Brooks talks to Otto by voice. Accepts Ana, standard agreement. Declines the slip and fall.	Attorney decides
8:05	Engagement	The agreement goes to Dana to sign, then to Ana with the statement of client's rights and the medical authorization.	Attorney signs
8:41	Engagement	Ana signs from her kitchen table.	
8:42	Records	Letter of representation to the insurer, preservation letter to the gas station, records request to urgent care.	Attorney signed

Legal advice given by AI: 0 · Agreements sent before an attorney said yes: 0 · People contacted who had not contacted the firm: 0

THE TEAM

Meet the intake night shift

One chief and six specialists. Each owl is one Claude agent with its own job, its own tools and its own limits, all reading the same firm files. Each maps to a job a person does at a personal injury firm today. [33,35,34]



Otto Ops chief

Runs the night. Routes every call, form and text, keeps the clocks, holds what needs a lawyer, talks to the attorney at 8 AM and writes the morning brief.

Today this is done by: intake manager



Reception Answers every call

Answers every call, chat and form in seconds. Says it is an AI, keeps people safe, asks the firm's questions, never gives advice.

Today this is done by: receptionist, answering service



Intake Gathers the facts

Turns the call into a case file and a one-page memo, scored against the firm's written criteria. Never computes a deadline.

Today this is done by: intake specialist



Conflicts Checks every name

Checks every name against every client, adverse party and past matter, and logs the prospect even if the firm never takes the case.

Today this is done by: conflicts clerk or paralegal



Engagement Sends the agreement

After the attorney says yes, sends the attorney-approved agreement and the medical authorization for e-signature.

Today this is done by: client sign-up, case manager



Records Requests the evidence

Pre-fills the letter of representation, the preservation letter and the records request so the attorney signs them in the morning.

Today this is done by: case manager, records clerk



Follow-up No lead goes cold

Texts only people who contacted the firm and agreed to texts. Collects photos. Keeps undecided leads warm inside quiet hours.

Today this is done by: intake specialist plus drip campaigns

The morning: two decisions, done by 8:45

Dana Brooks, the managing attorney, opens one queue: four memos, the recordings, the conflict results and the draft letters. She talks to Otto by voice. Otto repeats every decision back before anything moves.



Dana Brooks
Managing attorney · voice

Dana: Otto, what came in overnight?

Otto: Four calls. One strong case: Ana Ruiz, red-light crash with a pickup, police report, a gas station camera. Neck pain, urgent care tonight. No conflicts.

Dana: Good. Accept it. Standard agreement.

Otto: Accepted. It goes to you to sign first, then to Ana with the medical authorization. And the slip and fall?

Dana: Decline it, kindly.

Otto: Decline letter drafted for your review. It states no deadline.

Overnight queue DEMO DATA

LEAD	SCORE	STATUS AT 8:45
Ana Ruiz Car crash · 11:40 PM	86	Accepted · signed 8:41
M. Ortiz Rideshare · 1:12 AM	64	Needs records · call today
T. Nguyen Dog bite · 2:05 AM	58	Follow-up 10 AM
J. Patel Slip and fall · 4:31 AM	22	Declined · letter to sign

Morning brief · 8:45 AM

```
Morning, Dana. Here's the night (6 PM to 8 AM).
Answered: 4 calls · average answer: 6 sec
New leads: 4 · strong 1 · review 2 · likely decline 1
Conflicts: 4 clear · 0 possible · 0 not yet run
Handed off live: 0 · Legal advice given: 0
Contacts to non-inquirers: 0
Since the review: signed 1 · follow-up 2 · declined 1
NEEDS YOU (2):
- J. Patel · slip and fall · sign the decline
- Ana Ruiz · car crash · call her by 9:00 AM
```

Why the attorney still calls Ana

Oregon's 2026 opinion on AI intake recommends that a person interview each prospect before the relationship is formed, because a bot can miss what a human would notice.[93] In the demo, Dana listened to the recording and the 9:00 call is her welcome call. If your bar or your own practice wants the conversation first, flip the order: the attorney calls, then Engagement sends the agreement.

PART 2

Seven agents, seven jobs a person does today

Each agent maps to a role that already exists at a PI firm, and to the steps of the intake sequence in Part 1. Nobody is replaced at night, because at night nobody is there.

AGENT	THE PERSON WHO DOES IT TODAY	STEPS (PART 1)	WHAT IT DOES AT NIGHT
Otto	Intake manager; the attorney's morning check-in	1, 5, 13	Routes all night, keeps the clocks, runs the 8 AM review by voice, reports cases by source
Reception	Receptionist, answering service, intake specialist on the first ring	1, 2	Answers in seconds with the AI and recording disclosure, safety first, the firm's questions
Intake	Intake specialist	2, 3, 13	Case file live in the CRM, score against written criteria, one-page memo, lead source
Conflicts	Conflicts clerk or paralegal	4	Searches every name the same night; a lawyer decides possible matches
Engagement	Intake specialist or case manager doing "client sign-up"	7	Sends the approved agreement and authorization after the attorney says yes
Records	Case manager, records clerk	8, 9, 10	Pre-fills the three day-one letters for signature; tracks records requests
Follow-up	Intake specialist plus drip automation	11, 12	Texts only people who contacted the firm, with consent, inside quiet hours

IN THE DAYTIME

The same agents can assist the day team: Reception as overflow when every line is busy, Intake writing the memo while the specialist talks, Conflicts on every lead, Records pre-filling letters. The intake specialist stays the voice of the firm. The rules do not change with the clock.

WHO SUPERVISES

The managing attorney, under Rules 5.1 and 5.3: policies, training, transcript review, and the power to change what the agents say.[93][107] In Bayline's case, Dana Brooks. Part 5 sets out the weekly routine.

THE RULE THE CAST FOLLOWS

Otto runs the night. Reception answers. Intake gathers. Conflicts checks. Engagement sends. Records requests. Follow-up keeps warm. Dana decides.

What waits for a lawyer

The night shift is a fast, honest front desk that never sleeps. Every decision that is legal judgment, every promise about money, and every first contact with someone who did not reach out, belongs to a person.

Stops the AI at once

- **Danger now:** "Please hang up and call 911." Page the on-call attorney.
- **Death, brain or spinal injury, a hospital call, a minor:** name and number only, then a live handoff. [93]
- **"I already have a lawyer":** stop, no facts, no opinion. [108]
- **"Do I have a case? What is it worth? How long do I have?":** the advice handoff, word for word. [107,108]
- **"Text everyone from the crash reports":** refused. Solicitation. [105,100]

Waits for the attorney

- **Accept, refer out or decline** (G1). [93,97]
- **The agreement** and every question about the fee (G2). [102,97]
- **Possible conflicts** (G4). [97]
- **Decline letters**, with no AI-computed date (G6). [55]
- **Letters to insurers and businesses** (G9).
- **Deadlines:** the attorney computes every one.

What is allowed overnight, and why

THE AI MAY	BECAUSE
Answer in seconds and say it is an AI	Florida 24-1 requires the disclosure for client-facing chatbots [108]
Give the "no relationship yet, kept confidential" notice	WSBA 2025-05; Barton (9th Cir. 2005) [110,101]
Collect only what the attorney needs to decide	Rule 1.18; ABA 510 [103,98]
Run the conflict search	ABA 506: staff run it, a lawyer decides close matches [97]
Text people who contacted the firm, with consent	TCPA quiet hours 8 AM to 9 PM for later messages [134]
Send an attorney-approved agreement after "accept"	ABA 506 lets staff obtain the signature; Rule 1.5(c) [97,102]

The AI answers, gathers and drafts. A lawyer decides, signs, and gives the advice.

03

The seven agents

Two pages per agent: the job card, then the build spec with inputs, outputs, edge cases and guardrails. Then the knowledge layer every agent reads.



AGENT 1 OF 7

Otto

Ops chief

Today this is done by: intake manager

What it handles

- Every call, web form, chat and text that arrives after hours
- The clocks: who is owed what, by when
- The attorney's voice decisions in the morning

Its tools

CallRail, the intake CRM (Lawmatics, Clio Grow, Lead Docket or Litify), Clio Manage, email, Slack or Teams, a voice channel for the attorney

What it does

- Routes each item to one specialist, with the context attached
- Holds anything that needs a lawyer: agreements, letters, advice
- Pages the on-call attorney for a catastrophic call or a slipped clock
- Repeats each attorney decision back before acting on it
- Writes the morning brief and the weekly cases-by-source table

What it never does

- Decides to take, refer or decline a case
- Lets an agreement, a letter or an opinion leave the firm at night
- Starts contact with anyone who did not contact the firm

Human gate The attorney accepts, refers out or declines every case at the morning review (G1). Catastrophic calls go live to the on-call attorney (G5).

Exact words it uses

Read-back of the attorney's decision, 8:03 AM

"Accepted: Ana Ruiz, car crash, standard agreement. It goes to you to sign first, then to Ana with the statement of client's rights and the medical authorization."

Page to the on-call attorney

"Catastrophic call at 1:30 AM: caller's husband is in the ICU after a truck crash. Name and number captured, no intake run. Please call [number] now. Reply TAKEN."

WHAT TO MEASURE

Seconds to answer · items routed · clocks kept · decisions waiting at 9 AM

AGENT 1 OF 7 · BUILD SPEC

Otto: how to build it

WHY THIS JOB MATTERS

Litify describes an intake manager who oversees workload and conversion and routes leads to available staff (vendor, 2025).[33] At night most firms have nobody in that seat: 40.9% of 1,000 PI firms tested did not answer an after-hours call (vendor-affiliated test, 2026).[29]

Trigger	Any new item on any channel; the attorney's voice or text instruction; the morning brief job at [8:00 AM]; the weekly cases-by-source job on [Monday]
Reads	The firm files (Part 3, knowledge layer); lead statuses in the intake CRM; the CallRail log; the on-call rota
Writes	Routing notes on each lead; pages to the on-call attorney; the decision log; the morning brief; the weekly table
Schedule	Always on. Brief at [8:00 AM]. Weekly table on [Monday 7:00 AM].
What Claude does	Classifies each item, picks one specialist, sets the clock, keeps the queue, turns the attorney's words into steps and repeats them back
Guardrails	Cannot release anything a gate holds. Acts on decisions only in the attorney's own words, read back and logged with time and speaker.

INPUTS

- Reception handoffs and web forms
- Attorney voice notes and texts
- Clock events (callback due, no answer)

OUTPUTS

- One routed task per item
- Pages and live handoffs
- The morning brief and the decision log

EDGE CASES, AND WHAT IT DOES

- The attorney's instruction is unclear: ask one short question, never guess a decision
- Two attorneys give different answers: the managing attorney decides
- A system is down: route calls to the backup answering line in the on-call rota, and say so in the brief
- A caller rings back three times in an hour: page the on-call attorney

ALREADY ON THE MARKET

Litify routes leads to available intake staff and reports conversion (vendor).[33] Lead Docket automations change statuses, send forms and push leads to Filevine (vendor).[77] None of them talks to the attorney by voice at 8 AM or holds work at a gate on its own: that is the part you build.



AGENT 2 OF 7

Reception

Answers every call

Today this is done by: receptionist, answering service

What it handles

- Live calls, web chat, texts and web forms, day and night
- Callers in English and [Spanish]

Its tools

The firm's tracked numbers (CallRail), a voice agent on the phone line, web chat, SMS, email

What it does

- Says it is an AI and that the call is recorded, in the first sentence
- Asks about safety before anything else
- Reads the prospective-client notice before any facts
- Asks "have you already hired a lawyer?" early
- Asks the firm's questions in order, and no more
- Captures consent to texts, then closes with the callback time

What it never does

- Gives legal advice, values a case or states a deadline
- Pretends to be a person or a lawyer
- Keeps collecting facts from a caller who already has a lawyer
- Runs intake on a death, a brain injury or a hospital call

Human gate Advice questions go to the attorney (G3). Catastrophic calls go live to the on-call attorney (G5). Represented callers: stop (G8).

Exact words it uses

Opening line, every call

"Thank you for calling Bayline Injury Law. I'm the firm's AI assistant, not a lawyer, and this call is recorded. First, are you safe right now? Do you need an ambulance?"

"Do I even have a case?" (after she said she has no lawyer)

"I can't give legal advice, and I can't say whether you have a case or what it might be worth. An attorney will review everything and get back to you by 9 AM. That's the right person to ask."

WHAT TO MEASURE

Seconds to answer · disclosure said on every call · advice questions handed off · calls ending with a callback time

AGENT 2 OF 7 · BUILD SPEC

Reception: how to build it

WHY THIS JOB MATTERS

In Clio's 2024 test, 40% of law firms picked up the phone and 48% could not be reached at all.[3] 18.6% of legal consumers contact another attorney after 8 hours or less with no reply, and over 80% after 48 hours (Martindale-Avvo, 2023).[6]

Trigger	An inbound call to any tracked number; a chat that starts; a web form; an inbound text
Reads	disclosure.md, intake-questions.md, ethics.md, the on-call rota
Writes	The recording and transcript to the lead; the consent record; the handoff to Intake
Schedule	[After hours: 6 PM to 8 AM, weekends and holidays], or as overflow by day
What Claude does	A real-time voice or chat conversation that reads the scripted lines verbatim and asks the firm's questions in order
Guardrails	Disclosure verbatim in the first sentence. Detectors for advice questions, catastrophic signals and represented callers switch to fixed scripts. No question outside the list.

INPUTS

- The caller's voice or text
- The tracked number or form it came from

OUTPUTS

- Answers to the firm's questions
- Text consent, yes or no, with time and wording
- A handoff to Intake, or a live handoff to the on-call attorney

EDGE CASES, AND WHAT IT DOES

- "Can I talk to a person?": say it is an AI and offer the callback or the on-call line
- A spouse or parent calls for the injured person: take only callback details if the injured person is in hospital (G5)
- The caller sounds confused, drunk or in shock: stop the intake, safety and callback only (Oregon on Rule 7.3(a))
- An existing client calls: take a message for the case manager, no intake
- Spanish speaker: switch to the approved Spanish script, never improvise a translation

ALREADY ON THE MARKET

Alert Communications answers 24/7 within 3 rings and sends e-sign retainers during the call, $75 to $100 per signed retainer; Answering Legal, LEX Reception (human-only), Smith.ai and Ruby answer live; Nextiva sells XBert AI intake (all vendor claims).[36][37][38][39][40][41] Compare their scripts with template 2 before you buy.



AGENT 3 OF 7

Intake

Gathers the facts

Today this is done by: intake specialist

What it handles

- The case file for every new lead
- The one-page memo the attorney reads at 9 AM

Its tools

Lawmatics, Clio Grow, Lead Docket, Litify or CASEpeer; CallRail for the source

What it does

- Writes each answer into the intake CRM as the caller speaks
- Marks anything not said as "not given"; never guesses
- Scores the lead against the firm's written criteria, factor by factor
- Flags a government party, a truck, a camera, low limits
- Attaches the recording and transcript, records the lead source

What it never does

- Decides whether the firm takes the case
- Computes a deadline or writes "inside the window"
- Collects more than the attorney needs to decide

Human gate The attorney reads the memo and decides: accept, refer out or decline (G1).

Exact words it uses

Memo header

INTAKE MEMO · Ana Ruiz · score 86 (strong) · FOR ATTORNEY REVIEW · 9:00 AM

The deadline line, every memo

"Crash Oct 9, Tampa, Hillsborough County, Florida. No government party known. First treatment: urgent care, Oct 9. Deadlines: attorney to compute."

WHAT TO MEASURE

Memos ready before 9 AM · fields complete · source captured on every lead · attorney agrees with the band

AGENT 3 OF 7 · BUILD SPEC

Intake: how to build it

WHY THIS JOB MATTERS

The classic screen is clear liability, real injuries with treatment and collectible coverage (Plaintiff Magazine, 2024).[43] Florida's HB 837 (2023) cut the negligence limitation period from 4 years to 2 and bars plaintiffs more than 50% at fault.[46] Missed out-of-state limitation periods are a recurring malpractice claim source.[47] So Intake captures date and place exactly, and the attorney computes the deadline.

Trigger	Reception's handoff; a submitted web form; a text conversation that reached the core questions
Reads	criteria.md, intake-questions.md, the transcript, the conflict result
Writes	Case file fields in the intake CRM; the memo; the score with points per factor; flags; the lead source
Schedule	Memo within [5] minutes of the call ending
What Claude does	Extracts facts from the transcript into fields, scores against the written criteria, writes the memo in a fixed order
Guardrails	No deadline, no days left, no "inside the window". Missing facts are "not given". No adjectives about value. Nothing beyond what the attorney needs (ABA 510).

INPUTS

- Transcript and recording
- Web form fields
- Photos from Follow-up

OUTPUTS

- Case file in the CRM
- One-page memo with flags and score
- Lead source on every lead

EDGE CASES, AND WHAT IT DOES

- The caller is unsure of the date or place: write exactly what they said, flag it
- Two people from the same crash call separately: flag for the attorney (Rule 1.7)
- A government vehicle or property: flag "attorney today", short notice deadlines may apply
- Out of state or out of practice: flag for a referral decision, collect no more

ALREADY ON THE MARKET

Lead Docket Predictive Analysis and LeadsAI, Lawmatics QualifyAI (firm-set criteria, explains its reasoning), Litify's Intake Qualifier Agent, CASEpeer case grading and GrowPath lead scoring already score and summarise leads (vendors).[48][49][50][51][52] If your CRM has one, Intake can use its score and still write the memo.



AGENT 4 OF 7

Conflicts

Checks every name

Today this is done by: conflicts clerk or paralegal

What it handles

- Every name in every new inquiry: the prospect, the other party, the owner or company

Its tools

Clio Manage conflict search (or Litify, Filevine, CASEpeer), the intake CRM

What it does

- Builds the name list, with variants (initials, LLC, Inc, maiden names)
- Searches clients, adverse parties and past matters
- Reports CLEAR, POSSIBLE or HIT for each name
- Enters the prospect in the conflict system the same night, hired or not

What it never does

- Decides a possible match
- Tells a caller anything about another client or prospect
- Skips logging a declined prospect

Human gate A lawyer decides every possible match (G4). Nobody discusses the case with the prospect until it is resolved.

Exact words it uses

> **Result, 11:42 PM**
> "Ana Ruiz (prospect), Ryan Holloway (other driver), Holloway Pools LLC (truck owner): no conflicts found. 3 names, 4 seconds."

WHAT TO MEASURE

Leads checked before the attorney reads the memo · possible matches resolved the same day · prospects logged

AGENT 4 OF 7 · BUILD SPEC

Conflicts: how to build it

WHY THIS JOB MATTERS

Collect the adverse parties first, run the check, then go back to the prospect (NALP).[53] In Clio Grow a conflict check can start during lead intake.[54] Staff run the search and a lawyer decides close matches (ABA 506).[97] Oregon recommends entering prospects in the conflict system promptly.[93]

Trigger	As soon as Reception has the other party's name, during the call
Reads	The names and roles; the conflict database (clients, adverse parties, past matters, prospects)
Writes	A result per name; the prospect's entry in the conflict system; a NEEDS YOU line for any possible match
Schedule	Seconds, before the memo is final
What Claude does	Builds name variants, runs the searches through the practice management API, reads the hits, assigns a result code
Guardrails	Read-only on other matters. Passes only result codes to Intake, never details of other clients. Says nothing about a conflict to the caller.

INPUTS

- Prospect, other party, owner or company, property owner
- The firm's conflict database

OUTPUTS

- CLEAR, POSSIBLE or HIT per name
- A logged prospect, hired or not

EDGE CASES, AND WHAT IT DOES

- A common name with many hits: POSSIBLE, with the count, for the attorney
- A company with a d/b/a or a parent: search all of them
- The other driver is a former client: HIT, the attorney decides what is said
- The prospect is an adverse party in another matter: HIT

ALREADY ON THE MARKET

Clio Grow can start a conflict check during lead intake;[54] Smith.ai says it can run conflict checks for Clio firms (vendor).[39] The search exists. What usually does not is a check on every name, every night, with the prospect logged even when the firm says no.



AGENT 5 OF 7

Engagement

Sends the agreement

Today this is done by: client sign-up, case manager

What it handles

- The signing packet, once the attorney has said yes

Its tools

DocuSign (or Vinesign, Clio, Lawmatics e-sign), Clio Manage

What it does

- Builds the packet from the attorney-approved templates
- Sends it to the attorney to sign first, then to the client
- Tracks the signature and files the signed copy in Clio
- Routes every question about the agreement to the attorney
- Tells Records the medical authorization is signed

What it never does

- Sends an agreement before the attorney accepted the case
- Explains, interprets or negotiates the fee or any clause
- Changes a term of the agreement

Human gate The attorney accepts the case (G1) and owns the fee terms and every question about them (G2).

Exact words it uses

Message to the client after the attorney said yes

"Hi Ana, it's Bayline Injury Law. Dana Brooks reviewed your case and the firm would like to represent you. Your agreement is ready to read and sign here: [link]. If you have any question about it, reply here and Dana will call you."

WHAT TO MEASURE

Minutes from "accept" to the client's signature · agreements sent before acceptance: 0 · questions routed to the attorney

AGENT 5 OF 7 · BUILD SPEC

Engagement: how to build it

WHY THIS JOB MATTERS

Rule 1.5(c) requires a contingent fee agreement in a writing signed by the client, with the percentages and expenses spelled out.[102] One West Palm Beach firm moved sign-ups from about a week to 15 to 20 minutes with e-signature (vendor case study).[60] Washington found no rule against fee agreements signed electronically.[62] Oregon warns that an agent told to "engage a person to become a client" might send an engagement letter on its own.[93]

Trigger	The attorney's "accept", logged by Otto, with the agreement version named
Reads	engagement.md, the locked agreement template, the intake fields for merge
Writes	The e-sign envelope, its status, the signed copies filed in Clio, a note to Records
Schedule	Within minutes of the attorney's own signature
What Claude does	Fills merge fields, assembles the packet, writes the cover message, watches the status
Guardrails	The envelope cannot be created unless the lead status is "accepted" by an attorney. Templates are locked. Every question about the agreement goes to the attorney (ABA 506).

INPUTS

- The attorney's decision
- Client name, contact, matter type

OUTPUTS

- Signed agreement, state-required documents and medical authorization
- Status in the CRM

EDGE CASES, AND WHAT IT DOES

- The client asks to change the percentage: the attorney calls
- The client has not signed in [48] hours: one reminder inside quiet hours, then the attorney
- A minor or a person under guardianship: the attorney handles it live
- Spanish-speaking client: only an attorney-approved translation is sent

ALREADY ON THE MARKET

Vinesign sends up to 10 documents per request by SMS or email with merge fields from Lead Docket; DocuSign and the e-sign built into Clio Grow, Lawmatics, Law Ruler, CASEpeer and MyCase do the same job (vendors).[61][91] Washington found no rule against fee agreements signed electronically.[62]



AGENT 6 OF 7

Records

Requests the evidence

Today this is done by: case manager, records clerk

What it handles

- Letters of representation, preservation letters, medical records requests

Its tools

Email and mail, Clio Manage, ChartSwap, Records On Time or MoveDocs, secure fax

What it does

- Pre-fills the three letters from the intake facts the same night
- Puts preservation first when evidence can disappear
- Gives each preservation letter an exact time window
- Sends only after the client signed and the attorney signed
- Tracks records requests and follows up at 30 days

What it never does

- Sends a letter without an attorney's signature
- Requests medical records without a signed authorization
- Writes facts or injuries the attorney did not approve

Human gate Every letter goes out under an attorney's name and signature (G9).

Exact words it uses

Preservation letter, the key line

"Please preserve, and do not overwrite or delete, all video from cameras covering Dale Mabry Highway and Kennedy Boulevard from 11:00 PM to 11:45 PM on October 9."

WHAT TO MEASURE

Hours from signature to letters out · preservation letters the same day · records received within 30 days

AGENT 6 OF 7 · BUILD SPEC

Records: how to build it

WHY THIS JOB MATTERS

A truck's engine data was lost to automatic overwrite after it was driven again, and fleet messages were kept only 7 to 45 days (Cox v. Swift, 2021).[64] One carrier sold the tractor after receiving a preservation letter, and the court found spoliation.[65] Under the HIPAA right of access, a provider must act within 30 calendar days, with one 30-day extension.[69]

Trigger	Drafts: when the memo is written. Sending: when the client has signed and the attorney has signed the letter
Reads	records-letters.md, the intake facts, the signed authorization
Writes	Draft letters, the sending log, the request tracker in the case management system
Schedule	Drafts overnight; letters out the morning the client signs; records follow-up at [30] days
What Claude does	Fills each letter from the facts, sets the preservation time window, checks the authorization against the 164.508 elements
Guardrails	No letter leaves without the attorney's signature (G9). No records request without a complete signed authorization. Facts paragraphs are attorney-approved.

INPUTS

- Location, time, parties, insurers, providers
- Signed agreement and authorization

OUTPUTS

- Letter of representation
- Preservation letter
- Medical records request

EDGE CASES, AND WHAT IT DOES

- A truck crash: preservation letter for engine, telematics and driver files first, even before the medical request
- A government property or vehicle: the attorney decides the notice route
- The provider routes requests to a release-of-information vendor: send it there
- The authorization is missing an element: fix it before anything is sent

ALREADY ON THE MARKET

ChartSwap (Datavant) claims 190,000+ providers, 95% of US legal requesters and 4,000+ requests a day; Records On Time integrates with CASEpeer; MoveDocs claims 10,000+ PI-treating providers and feeds Filevine (vendors).[72][73][74] For trucks, driver qualification files must be kept 3 years after employment ends (49 CFR 391.51).[68]



AGENT 7 OF 7

Follow-up

No lead goes cold

Today this is done by: intake specialist plus drip campaigns

What it handles

- Texts and emails to people who contacted the firm
- Photos and documents they send back

Its tools

SMS and email from the intake CRM (or Twilio), the intake CRM

What it does

- Sends the first reply at once: intake saved, callback time, STOP
- Asks for photos only if it is easy, and thanks the person
- Sends later messages only between 8 AM and 9 PM their time
- Keeps undecided leads warm on the firm's cadence, then stops
- Stops everything the moment someone replies STOP

What it never does

- Texts, calls or emails anyone who did not contact the firm
- Gives advice, comments on photos, or pressures
- Texts without consent

Human gate Nobody contacts accident victims who did not contact the firm, ever (G7).

Exact words it uses

First text, 11:45 PM

"Hi Ana, this is Bayline Injury Law's automated assistant. Your intake is saved. An attorney will call you by 9 AM. Reply STOP to opt out."

Second text

"When you can, send a photo of the police card and of both cars."

WHAT TO MEASURE

Leads with a next step · replies · STOP honored every time · texts outside quiet hours: 0

AGENT 7 OF 7 · BUILD SPEC

Follow-up: how to build it

WHY THIS JOB MATTERS

78.9% of legal consumers who hired contacted more than one attorney, and "attorneys didn't respond" rose to 31.6% as the reason for not hiring in 2023 (Martindale-Avvo).[6] Lawmatics, Lead Docket, Law Ruler and CASEpeer already automate follow-ups (vendor).[76][77][78][79] The rules are what matter: consent, quiet hours, STOP.

Trigger	Consent captured on the call; a lead status change; an inbound reply or photo
Reads	followup-cadence.md, the consent record, the lead status
Writes	Messages, opt-outs, attachments to the lead
Schedule	First reply at once; later messages only between [8:00 AM] and [9:00 PM] the person's local time
What Claude does	Writes each message from the template, attaches incoming photos, checks hours and consent before every send
Guardrails	The send step rejects any number that never contacted the firm or has no consent, any time outside quiet hours (except the first reply), and any number on the STOP list.

INPUTS

- Consent, phone number, time zone
- Lead status

OUTPUTS

- Texts and emails on the cadence
- Photos and documents on the lead
- Opt-outs

EDGE CASES, AND WHAT IT DOES

- The person replies STOP, then calls again a week later: they restarted contact; consent for texts must be asked again
- A family member replies from another number: no case talk, ask the lead to call
- A Pennsylvania number: texts only to people who asked for them
- A Canadian lead: CASL implied consent for 6 months after the inquiry

ALREADY ON THE MARKET

Lawmatics sends an instant text or email when a form arrives, then drip campaigns; Law Ruler triggers an email drip for after-hours leads; CASEpeer sends automatic follow-ups for every lead (vendors).[76][78][79] Check that whatever you use enforces consent, quiet hours and STOP the way template 9 does.

Write the firm's rules once. Every agent follows them every night.

The agents do not guess. They read short files that the managing attorney owns: the disclosure, the questions, the criteria, the letters, the never list. Put them in a Claude Project, or load them with the Night Shift skill in this pack.

FOLDER	FILES	WHAT GOES IN IT
/intake	disclosure.md · intake-questions.md	The words Reception says first, the notice, the questions in order
/criteria	criteria.md	What the firm takes, the score, the flags, the bands
/conflicts	conflicts.md	Names to search, result codes, the logging rule
/engagement	engagement.md · agreement versions	The approved agreement, the documents, the message, the signing order
/records	records-letters.md	Letter of representation, preservation letter, records request and HIPAA checklist
/followup	followup-cadence.md	Consent, quiet hours, STOP words, the firm's cadence
/decline	decline-letter.md	The non-engagement letter, with no computed deadline
/ethics	ethics.md	The never list with the rule behind each line, by state

How to keep them true

- One owner per file, named at the top, usually an attorney.
- Review every [6] months, and the day anything changes: a new state, a new practice area, a new bar opinion, a new agreement version.
- When an agent gets something wrong, fix the file, not the agent, and note it in the change log.

What never goes in

- Client files from other matters.
- Anything the vendor contract does not protect: model providers must not train on the firm's data.[95,93]
- Deadline tables for the AI to apply. Deadlines stay with the attorney.

```
bayline-intake/
  CLAUDE.md                 who the firm is, the one-line rule, the gates
  intake/disclosure.md      intake/intake-questions.md      criteria/criteria.md
  conflicts/conflicts.md    engagement/engagement.md        engagement/agreements/
  records/records-letters.md    followup/followup-cadence.md    decline/decline-letter.md
  ethics/ethics.md          ethics/states/florida.md
  log/decisions.md          log/changes.md
```

PART 3

The brain: a Claude Project, skills and connectors

Everything the agents know lives in one place the managing attorney controls, built with the tools Anthropic ships with Claude.

CLAUDE PROJECT · THE FIRM'S DOCUMENTS

- The nine firm files (disclosure, questions, criteria, conflicts, engagement, records letters, decline letter, follow-up, ethics)
- The attorney-approved agreement versions and authorization form
- Practice areas, states and referral partners
- The on-call rota and the backup answering line
- State notes for every state where the firm advertises

SKILLS · THE FIRM'S METHODS

A Skill is a folder with a `SKILL.md` that teaches Claude one procedure. This pack ships one that covers the whole night (Appendix A). Firms often split it as they grow:

- **intake-memo**: the one-page memo and the score
- **decline-letter**: the non-engagement draft, no dates
- **day-one-letters**: representation, preservation, records
- **morning-brief**: the attorney's queue

CONNECTORS · THE FIRM'S TOOLS

Connectors (the Model Context Protocol, or a direct API) let the agents read and write in the intake CRM, the practice management system, e-signature, CallRail and the SMS provider, instead of someone copying and pasting. Use each vendor's official API or marketplace app, with one scoped user per agent: Conflicts can read the conflict database but cannot send anything; Follow-up can send texts but cannot read other matters.

MEMORY · THE RECORD STAYS WHERE IT IS

The intake CRM and the practice management system remain the record of leads, matters, documents and conflicts. The brain keeps only operational memory: what is pending, what the attorney decided and when, what was sent to whom. Recordings and transcripts stay in the firm's systems, reviewable by the managing attorney (gate G10).

VENDOR TERMS TO CHECK BEFORE ANY CLIENT DATA GOES IN

ABA Formal Opinion 512 asks lawyers to understand a tool's capabilities and limits, to get informed consent before client information goes into a self-learning tool (boiler-plate in an engagement letter is not enough), and to supervise AI vendors.[95][96] Oregon adds vendor diligence: encryption, no training on client data, isolation between clients.[93] North Carolina asks the lawyer to be satisfied that a third-party AI is secure under Rule 1.6(c).[115]

04

Ethics and compliance

The ABA Model Rules and opinions, Florida, Oregon and other states, solicitation, recording, texting, bot disclosure, HIPAA and Canada. Summarised from sources as of October 2026. Not legal advice.

PART 4

The one-line rule, and the map

Every bar opinion read for this guide lands in the same place. The rest of Part 4 is the detail behind this page.

THE ONE-LINE RULE

The AI may collect facts, schedule, send what an attorney already approved, and follow up with people who contacted the firm. It may not decide to take the case, explain or negotiate the fee, give legal advice, or reach out first to someone who never called.

THE QUESTION	WHERE THE ANSWER COMES FROM	THE DESIGN ANSWER
May an AI answer prospective clients at all?	Florida 24-1; Oregon 2026-208; WSBA 2025-05 [108] [93] [110]	Yes, qualified: disclose it is an AI, notify a lawyer of each conversation, no advice
Must it say it is a bot?	Florida 24-1; Rule 7.1; California, Utah and Maine statutes [108] [137] [138] [139]	First sentence of every call, chat and text
What may it collect?	Rule 1.18; ABA 510; ABA 492 [103] [98] [99]	Only what the attorney needs to decide; warn first
May it run the conflict check?	ABA 506; Rules 1.7, 1.9, 1.10 [97]	Yes; a lawyer decides possible matches
May it send the fee agreement?	Rule 1.5(c); ABA 506; Oregon 2026-208 [102] [97] [93]	Only after the attorney accepts; never explain or negotiate it
May it answer "do I have a case"?	Rule 5.5; PA/Philadelphia 2024-200; Florida 24-1 [107] [108]	No. A scripted handoff to the attorney
May it call or text accident victims?	Rule 7.3; ABA 501; FCC 24-17; Florida 4-7.18; Texas 38.12 [105] [100] [131] [121] [123]	Never first contact. Inbound only; follow-up with consent
Must it announce recording?	All-party consent states, including Florida [129] [128]	Every call
May it request medical records?	45 CFR 164.508 [141]	With a signed authorization that has every element
Who answers for it?	Rules 5.1, 5.3; ABA 512; Oregon 2026-208 [95] [93]	The managing attorney: policy, training, transcript review

HOW TO READ THIS PART

The ABA Model Rules are a template; each state adopts its own version, numbering and comments. Where the ABA site could not be read, this guide cites a state's copy of the Model Rule text (North Carolina, North Dakota, Colorado) and says so. Opinions from Florida and Oregon bind lawyers only in those states, but they are the most specific guidance on AI intake that exists, so the design follows them everywhere.

PART 4

The ABA Model Rules that bite at intake

The rules, in short, and what each one means for an AI that answers at night. State versions differ: check yours.

RULE	WHAT IT SAYS (SHORT)	WHAT IT MEANS FOR THE NIGHT SHIFT
1.1 Competence	Comment [8]: keep up with "benefits and risks associated with relevant technology".	The firm must understand how the agent stores data, what it says, and how to correct it. [93]
1.4 Communication	Keep the client informed; explain enough for informed decisions.	Under ABA 512, disclosing AI use is fact-specific: when the client asks, when consent is needed, when it affects the fee, or when it drives a significant decision. [95]
1.5(c) Contingent fee	In "a writing signed by the client", stating the percentage on settlement, trial or appeal, the expenses deducted and whether before or after the fee, and the expenses owed win or lose. A written closing statement at the end.	The attorney sets the terms. The agent only delivers an attorney-approved template for e-signature. [102]
1.6 Confidentiality	Do not reveal client information; make reasonable efforts to prevent unauthorized access (1.6(c)).	Vendor diligence: encryption, no training on client data, isolation between clients. [115]
1.7, 1.9, 1.10 Conflicts	Current-client, former-client and imputed conflicts.	Every prospect goes into the conflict system the same night; the lawyer judges close matches. [97]
1.18 Prospective clients	(b) no use or disclosure of what a prospect said, even if never hired. (c) "significantly harmful" information can bar the firm from the other side. (d) exceptions: written consent of both, or limited exposure plus a timely screen, no fee share and written notice.	Collect only what is needed for conflicts and the decision. Over-collecting can disqualify the whole firm from the other side of that crash. [103]
5.3 Nonlawyer assistance	Managers make reasonable efforts so nonlawyer conduct fits the lawyer's duties; lawyers answer for it.	Read as covering AI tools and vendors by Florida 24-1, Oregon 2026-208, North Carolina 2024 FEO 1 and Texas 705. Policies, training, transcript review. [107]
5.5 Unauthorized practice	Nonlawyers, and tools, cannot practice law.	No answer to "do I have a case", "what is it worth", "what is my deadline". Letting AI give legal advice may assist unauthorized practice (PA 2024-200, p.13). [107]
7.1 Communications	No false or misleading statements about the lawyer's services.	A bot that does not say it is a bot can itself mislead (Florida 24-1; NYC 2024-5 as cited by Oregon). No promises of results. [93]
7.2(b) and comment [5]	No paying for recommendations. Paying lead generators is allowed if they do not recommend the lawyer, the payment fits 1.5(e) and 5.4, and their messages meet 7.1.	Lead-vendor spend is a legitimate line in the money table; "case referral" payments are not. [106]
7.3(a) and (b) Solicitation	(b) no live person-to-person solicitation for money. Comment [2]: live means in person, live phone and real-time audio or video; it excludes texts, chat rooms and written messages.	Inbound calls are fine. Outbound live or voice calls to people who did not contact the firm are the danger zone. Oregon adds 7.3(a): a bot may miss an impaired emotional state a human would notice. [105]

State copies of the Model Rule text were used where the ABA site blocked access: North Carolina for 1.5, 1.18 and 7.3, Colorado for 7.2 comment [5]. [102] [103] [105] [106]

PART 4

Prospective clients: collect less, warn first

Rule 1.18 is the rule the night shift touches most. The design goal: the firm learns enough to decide, and no more.

COMMENT [2]: THE INVITATION

Inviting information "without clear and reasonably understandable warnings" likely creates a consultation. Ads that only list practice areas and contact details do not.[104] A voice or chat agent that asks "tell me what happened" is an invitation. The warning comes first.

COMMENTS [4] AND [5]: LIMIT AND CONSENT

Limit the first consultation to what "reasonably appears necessary". A lawyer may condition the consultation on the prospect's informed consent that the information will not bar the firm from representing others.[103] Whether to use that consent wording is the managing attorney's decision.

ABA FORMAL OPINION 510 (MARCH 20, 2024)

To use the Rule 1.18(d)(2) screen, intake must be limited to what is reasonably necessary to decide whether the lawyer can and will take the matter. A deep feasibility investigation of a contingency case is generally not "necessary". Warn the prospect at the outset not to volunteer more than asked. Screening is timely when the firm learns of the potential conflict.[98]

ABA FORMAL OPINION 492 (JUNE 9, 2020)

Whether information is "significantly harmful" to a prospect is fact-specific.[99] The safest design is the one that never receives more than it needs.

BARTON V. U.S. DISTRICT COURT, 410 F.3D 1104 (9TH CIR. 2005)

A firm's online questionnaire disclaimed any attorney-client relationship but not confidentiality. The court held the prospects' answers were privileged under California law. Lesson: "no relationship" and "no confidentiality" are two different disclaimers, and the wording must say which one you mean.[101] [110]

WHAT THE SCRIPT DOES ABOUT IT

1. The notice before any facts: no relationship until an attorney agrees and the person signs; what they share is kept confidential; please do not share more than asked (Part 6, template 2).
2. Adverse-party names early, so Conflicts can run before the story gets long.
3. Questions from a fixed list, and nothing beyond it (template 1).
4. Reception steers a long story back to the next question, kindly.

PART 4

ABA opinions on staff, AI and solicitation

Three opinions shape what the agents may do: 506 for intake staff, 512 for AI tools, 501 for solicitation by others.

ABA FORMAL OPINION 506 (JUNE 7, 2023): NONLAWYERS AT INTAKE

The closest ABA opinion to an AI intake agent. WSBA 2025-05 cites it for "use of technology to assist client intake".[97] [110]

Nonlawyers may

- gather initial facts
- run the initial conflict check (the lawyer decides close matches)
- screen whether the matter fits the practice
- give general information on how fees work
- obtain the prospect's signature on the fee agreement

Nonlawyers may not

- apply law to facts
- recommend services
- negotiate fees
- interpret the engagement agreement

The prospect must be able to reach the lawyer.

ABA FORMAL OPINION 512 (JULY 29, 2024): GENERATIVE AI

Rules 1.1, 1.4, 1.5, 1.6, 3.1, 3.3, 5.1, 5.3 and 8.4(c). Understand capabilities and limits; verify output independently; get informed consent before putting client information into self-learning tools, and boiler-plate provisions in engagement letters are not enough; disclosure of AI use is fact-specific; managers set policies, training and oversight of AI vendors; no billing for time saved.[95] [96] The summaries read for this guide do not show whether 512 mentions intake chatbots by name.

ABA FORMAL OPINION 501 (APRIL 13, 2022): SOLICITATION BY OTHERS

A lawyer is responsible for live solicitation by staff, lead generators or marketing firms when the lawyer orders it, ratifies it, knowingly benefits, or fails to supervise. Its example: a lead generator phoning mass-tort victims violates 7.3, and accepting those clients implicates 8.4(a) and 5.3(b).[100] An AI agent the firm deploys is no different from a lead generator the firm hires.

WHAT THE AGENTS INHERIT FROM THESE OPINIONS

OPINION	AGENT	BUILT-IN RULE
506	Reception, Intake, Conflicts, Engagement	Gather, screen, search, obtain a signature. Never apply law, recommend, negotiate or interpret.
510	Reception, Intake	Fixed question list; warning before facts.
512	All, and the managing attorney	Approved tools only; no training on client data; transcript review.
501	Follow-up, Otto	No first contact, by anyone, on any channel.

PART 4

Florida 24-1 and Oregon 2026-208: the two opinions written for this

Florida's opinion is the demo firm's home rule. Oregon's is the only opinion found that was written for chatbots and AI agents at intake. The design meets both.

FLORIDA BAR ETHICS OPINION 24-1 (JANUARY 19, 2024)

- Client-facing chatbots must disclose that they are an AI program, not a lawyer or employee.
- Warns against an "overly welcoming" chatbot that gives legal advice or creates a lawyer-client relationship without the lawyer knowing.
- Suggests screening questions to stop chatbot communications with people already represented.
- AI is treated like a nonlawyer assistant; the lawyer is responsible if the bot is misleading, intrusive or coercive.
- The firm cannot advertise its AI as superior unless that is objectively verifiable.
- Informed consent before a third-party AI receives confidential information.

Advisory.[108][109]

OREGON FORMAL OPINION 2026-208 (FEBRUARY 2026), "CHATBOTS AND AI AGENT COMMUNICATIONS"

- Answer: "Yes, qualified." Lawyers are responsible for chatbots used with prospects "via a website, smartphone, texting, or otherwise".
- Warns that an agent told to "engage a person to become a client" might send an engagement letter on its own.
- Disclaimers; a responsible lawyer automatically notified and able to promptly review each conversation.
- Enter prospects in the conflict system promptly.
- No legal advice; no misstated experience or results.
- A human should interview each prospect before the relationship is formed (7.3(a) risk with impaired callers).
- Autonomous agent actions subject to lawyer approval.

Read in full for this guide.[93][94]

RECOMMENDATION	WHERE THE NIGHT SHIFT MEETS IT
Disclose it is an AI, not a lawyer (FL, OR)	Reception's first sentence, every channel (template 2)
No overly welcoming bot, no advice (FL, OR)	The advice handoff, word for word; the never list (ethics.md)
Screen out represented callers (FL)	"Have you already hired a lawyer?" asked early; stop (G8)
A lawyer notified of each conversation (OR)	Every conversation lands in the morning queue with recording and transcript
Prospects in the conflict system promptly (OR)	Conflicts logs every prospect the same night, hired or not
No runaway engagement letter (OR)	Engagement cannot create an envelope before an attorney's "accept" (G1, G2)
A human interview before the relationship (OR)	The attorney call; flip the order if your bar or practice wants it first (Part 2)
Agent actions subject to lawyer approval (OR)	Ten gates (Part 5); nothing leaves overnight except approved scripts and consented texts
Consent before third-party AI gets confidential data (FL)	Vendor terms and the managing attorney's sign-off (Part 3, brain; Part 5, supervision)

PART 4

Other state AI opinions

No other state opinion found speaks to intake chatbots as directly as Florida and Oregon. These are the ones a multi-state PI firm should know.

OPINION	DATE	WHAT MATTERS FOR INTAKE
Washington, Advisory Op. 2025-05	2025	Bots gathering preliminary information at intake should disclaim any attorney-client relationship until expressly formed, and explain whether prospects may share information with an assurance of confidentiality. [110]
California, Practical Guidance	Nov 16, 2023	Non-binding principles on confidentiality, competence, communication about AI, supervision. Proposed amendments to Rules 1.1, 1.4, 1.6, 3.3, 5.1 and 5.3 in 2026 (5.3: supervise nonlawyer assistants "including the use of technology"); comment closed May 4, 2026. Check whether they were adopted. [111]
Texas, Opinion 705	Feb 2025	Competence, confidentiality (vet self-learning tools), supervision under 5.03, no billing for time saved. Does not address chatbots or intake. [112]
NYC Bar, Formal Op. 2024-5	Aug 7, 2024	General framework. Cited by Oregon for the point that a chatbot that does not identify itself can mislead. [113]
NYC Bar, Formal Op. 2025-6	2025	AI that records, transcribes and summarises conversations with clients: consent and recording questions. Full text not read for this guide. [114]
Pennsylvania and Philadelphia, Joint Op. 2024-200	May 22, 2024	Lawyers "must communicate with clients" about AI use; verify citations; conflicts. Page 13: letting an AI give legal advice may assist unauthorized practice. [107]
North Carolina, 2024 FEO 1	Nov 1, 2024	AI permitted if used competently, securely and with supervision; AI sits between software and nonlawyer staff; the lawyer must be satisfied a third-party AI is secure. [115]
Kentucky, E-457	Mar 15, 2024	Keep abreast of AI; no duty to disclose rote use unless outsourced, charged or otherwise required; review vendor privacy terms. [116]
D.C. Bar, Opinion 388	Apr 2024	Competence, confidentiality (check whether tools save inputs), supervision, fees, candor, client file. [117]
New Jersey, preliminary guidelines	Jan 25, 2024	No new duties; existing rules apply; verify AI output. [118]

PRACTICAL RULE FOR MULTI-STATE FIRMS

Build to the strictest opinion that applies to any state where the firm advertises or takes clients, and keep a short state note per state in the ethics folder (Part 3). Re-read the list every six months: several states have AI rule changes pending.

PART 4

Solicitation of accident victims, state by state

This is why the night shift is inbound only. Outbound contact with people who did not reach out is a solicitation problem before it is a technology problem.

RULE	WHAT IT SAYS
Model Rule 7.3(b)	No live person-to-person solicitation for pecuniary gain (exceptions: lawyers, family or prior relationship, routine business users). Comment [2]: texts and written messages are not "live". [105]
Florida Rule 4-7.18	(a) bans in-person and real-time solicitation, including by telephone, with no waiting period after which it becomes acceptable. (b) written communications (mail, email, targeted social) about personal injury or wrongful death cannot go out until more than 30 days after the incident. The Bar's July 2026 coversheet: "wait at least 30 days", also for workers' compensation; $250 filing fee per ad, filed at least 20 days before first use, $750 late fee. [121] Upheld in Florida Bar v. Went For It, 515 U.S. 618 (1995). [122]
Texas Penal Code 38.12 (barratry)	In-person or telephone solicitation for economic benefit, paying for clients or paying runners is a third-degree felony; written PI or wrongful-death solicitations before the 31st day after the accident are a Class A misdemeanor (a felony on repeat). [123] A contract procured by barratry is voidable by the client (Gov't Code 82.065). [124] The civil penalty under 82.0651 rose from $10,000 to $50,000 for actions filed on or after September 1, 2025 (HB 4325). [125]
Pennsylvania	Text messages count as live solicitation since November 14, 2024 (new comment to Rule 7.3(b)). A marketing company sued on First Amendment grounds; check the outcome. [120]
New York	The 30-day / 15-day PI solicitation blackout ended June 1, 2026, with the ABA 2018 versions of 7.1 and 7.3 adopted; live person-to-person solicitation for money is still prohibited. [126]
Air carrier accidents (federal)	No unsolicited communication by an attorney or the attorney's agents or employees about a PI or wrongful-death action before the 45th day after the accident, 49 U.S.C. 1136(g)(2). [127]
ABA Opinion 501	The lawyer answers for solicitation by staff, lead generators and marketing firms the lawyer directs, ratifies, benefits from or fails to supervise. [100]
AI voices (federal)	An AI-generated voice is an "artificial voice" under the TCPA: an outbound AI call needs the called party's prior express consent (FCC 24-17, 2024). [131]

WHAT THE NIGHT SHIFT REFUSES

- Texting or calling people from police crash reports
- "Were you hurt in last night's crash?" on any channel
- AI voice calls or voicemails to anyone who did not contact the firm
- Buying lists of accident victims
- A workaround: a later date, another channel, a third party

The skill refuses these and logs the request for the managing attorney (Appendix A, section 4).

WHY A BOT MAKES IT WORSE, NOT BETTER

Oregon points out that under Rule 7.3(a) an impaired emotional state may be discernible to a human but not to a chatbot. [93] A person in shock after a crash is exactly that caller. That is why catastrophic and emotional calls go live to a person (gate G5), and why the agents never start a conversation with someone who did not ask for one.

PART 4

Recording calls and texting leads

Intake calls are usually recorded, and follow-up usually means texts. Both have rules.

CALL RECORDING CONSENT

- Federal law (18 U.S.C. 2511) is one-party consent, and most states follow it.[128]
- All-party consent states commonly listed: **California, Delaware, Florida, Illinois, Maryland, Massachusetts, Montana, Nevada, New Hampshire, Pennsylvania, Washington** (11), with Connecticut and Michigan treated as edge cases.[129][130]
- Across state lines, comply with the stricter state.
- NYC Bar Opinion 2025-6 adds an ethics layer on AI that records and summarises client conversations.[114]

Design rule: announce recording in the first sentence of every call, in every state.

AI VOICES AND THE TCPA

- FCC Declaratory Ruling 24-17 (adopted February 8, 2024): calls using AI-generated or cloned voices need the called party's prior express consent.[131][132]
- The FCC's one-to-one consent rule for lead generators was vacated by the Eleventh Circuit on January 24, 2025 (Insurance Marketing Coalition v. FCC). Existing consent duties are unchanged.[133]

Design rule: the night shift answers inbound calls with an AI voice. It makes no outbound AI calls to prospects.

QUIET HOURS

47 CFR 64.1200(c)(1): no telephone solicitation to a residential subscriber before 8 AM or after 9 PM local time. "Telephone solicitation" excludes calls made with the person's prior express invitation or permission or under an established business relationship, and an inquiry creates one for three months.[134] **Design rule:** reply at once to someone who just contacted you; schedule every later message between 8 AM and 9 PM their time.

FLORIDA'S MINI-TCPA (FTSA)

Fla. Stat. 501.059, amended by HB 761 (signed May 25, 2023): "autodialer" now means systems that select and dial; text plaintiffs must first reply STOP and give the sender 15 days to comply.[135] **Design rule:** STOP ends texts at once, not in 15 days. FTSA quiet hours and call-frequency limits were not confirmed for this guide; ask counsel.

PENNSYLVANIA TEXTS

Since November 14, 2024, Pennsylvania treats text messages as live solicitation.[120] Texts to Pennsylvania numbers go only to people who asked for them.

CANADA: CASL

An inquiry gives implied consent for commercial electronic messages for 6 months; express consent has no expiry.[136]

THE CONSENT RECORD

For every number Follow-up texts, keep: the inbound contact (time, channel, tracked number), the consent words used and the answer, every message sent with its local time, and every STOP. If a regulator or a court asks, the record answers.

PART 4

Bot disclosure laws

Separate from the ethics rules, a few states require bots to say they are bots. Disclosing at the start of every interaction satisfies all of them.

LAW	WHAT IT REQUIRES
California BOT Act, Bus. & Prof. Code 17940 to 17943 (SB 1001, operative July 1, 2019)	Unlawful to use a bot online with intent to mislead about its artificial identity to sell goods or services; no liability if the bot discloses clearly and conspicuously. Online only. A 2025 bill to extend it (AB 410) was held in committee. [137]
Utah AI Policy Act (2024), amended by SB 226 (effective May 7, 2025)	Disclosure on a "clear and unambiguous" request, and proactive disclosure in "high-risk" interactions (sensitive data, or advice for significant legal, financial or medical decisions) by regulated occupations; sunset extended to July 1, 2027. Whether lawyers count as a "regulated occupation" is unclear: disclose anyway. [138]
Maine Chatbot Disclosure Act (LD 1727, 2025)	Disclose AI in trade or commerce when a reasonable consumer would think it is a human; enforced under the Unfair Trade Practices Act. [139]
Colorado	SB 24-205 was blocked in federal court (April 27, 2026) and replaced by SB 26-189 (signed May 14, 2026), narrower, effective January 1, 2027. Whether a general chatbot disclosure duty survived is unclear. [140]
Florida 24-1 and Oregon 2026-208	Already make disclosure an ethics duty for lawyers in those states, regardless of consumer statutes. [108] [93]

THE DISCLOSURE THAT WORKS EVERYWHERE

Phone: "I'm the firm's AI assistant, not a lawyer, and this call is recorded." Text and chat: "This is [Firm]'s AI assistant (automated, not a lawyer)." Asked "are you a real person?": "No. I'm an AI assistant for [Firm]." Never a human name for the bot, never a human-sounding backstory.

WHAT NOT TO CLAIM

Florida 24-1: the firm cannot advertise its AI as superior unless that is objectively verifiable. [108] Rule 7.1: no misleading statements about the firm's services. "Our AI wins cases" is out. "Answered in seconds, any hour" is a fact you can measure.

PART 4

HIPAA: the medical authorization

A law firm is not usually a HIPAA covered entity. The signed authorization is what lets the provider release records to it, so the form must be complete.

ELEMENT (45 CFR 164.508(C))	WHAT IT LOOKS LIKE ON THE FORM
Description of the information	Specific and meaningful: for example, records and itemised bills from [provider], [dates]
Who may disclose	The provider or class of providers
Who may receive	The firm, by name
Purpose	"At the request of the individual" suffices
Expiration date or event	A date, or "end of the matter"
Signature and date	Plus a representative's authority if one signs
Right to revoke in writing	And how to do it
Conditioning	Whether treatment or payment can be conditioned on signing
Redisclosure	Information disclosed may be redisclosed and lose protection

Six core elements and three statements, in plain language, with a copy to the individual.[141]

TIMING AND COST

Under the HIPAA right of access, a covered entity must act within 30 calendar days, with one 30-day extension, also when the patient directs records to a third party.[69] Ciox Health v. Azar (D.D.C., January 23, 2020): the patient-rate fee cap applies only to a patient's own access, not to records sent to third parties such as law firms.[70]

WHO FULFILS THE REQUEST

Hospital systems route attorney requests to release-of-information vendors such as MRO.[75] ChartSwap (Datavant) requires a signed HIPAA authorization (vendor).[72] Records On Time integrates with CASEpeer; MoveDocs feeds Filevine (vendors).[73] [74]

WHAT RECORDS CHECKS BEFORE SENDING

Every element above present; the client's signature and date; the provider and dates matching the intake facts; a copy sent to the client. If one element is missing, nothing goes out and the attorney's queue says so. The checklist is in template 8.

PART 4

Florida on one page (the demo state)

What a Florida PI firm's night shift has to get right, gathered from the chapters above.

TOPIC	THE RULE	WHAT THE NIGHT SHIFT DOES
Limitation period	HB 837 (effective March 24, 2023) cut the negligence period from 4 years to 2 and bars plaintiffs more than 50% at fault. [46]	Captures date, place and county; the attorney computes the deadline
PIP treatment	PIP generally needs treatment within 14 days, Fla. Stat. 627.736(1)(a). [44]	Records the first treatment date; tells the caller to get checked for her health, not for her claim
AI disclosure	Florida Bar Ethics Op. 24-1 (2024). [108]	First sentence of every interaction
Recording	Florida is commonly listed as all-party consent. [129]	"This call is recorded" in the first sentence
Solicitation	Rule 4-7.18: no telephone or in-person solicitation; written PI contact only after 30 days and filed with the Bar. [121]	Inbound only. Advertising is an attorney decision
Texting	FTSA, Fla. Stat. 501.059 (HB 761, 2023). [135]	Consent, quiet hours, STOP at once
Fee agreement	Rule 1.5(c) in writing, signed by the client. [102] Florida's own contingency fee rule (4-1.5(f)) adds a fee schedule and client-rights requirements.	Sends only the attorney-approved packet, after "accept"
Dog bites	Florida is one of the three states with the most dog-bite claims (2024). [22]	Asks owner name, address, owns or rents

CONFIRM BEFORE YOU PRINT THE AGREEMENT

This guide did not read the current text of Florida Rule 4-1.5(f) on the Florida Bar's site (it blocked automated access). Have counsel confirm the current fee schedule and the Statement of Client's Rights requirements before the Engagement packet is final. Two Florida statutes often quoted about crash victims (on soliciting them and on the confidentiality of crash reports) could not be confirmed either; they are left out on purpose.

PART 4

Canada in one section

The night shift works the same way in Canada. The rules around it differ, and the numbers in Part 1 are US only.

CONTINGENCY FEES IN ONTARIO

Since July 1, 2021, Ontario requires the Law Society's Standard Form Contingency Fee Agreement under O. Reg. 563/20 (Solicitors Act). The fee cannot exceed what the client recovers, and agreements for persons under disability need court approval.[142][143] Engagement sends only the standard form, after a licensee accepts the matter.

ACCIDENT BENEFITS CLOCKS

Ontario accident benefits: notify the insurer within 7 days, and return the OCF-1 application within 30 days of receiving it.[144] Intake records the dates; the licensee decides what to tell the client.

THE LAW SOCIETY OF ONTARIO ON AI

Its April 2024 white paper and practice note flag confidentiality, hallucinations, licensee-client relationship issues and AI giving legal advice, with a section on disclosing AI use to clients.[119] The same design applies: disclose, no advice, a licensee decides.

TEXTS: CASL

An inquiry gives implied consent for commercial electronic messages for 6 months; express consent has no expiry.[136] Follow-up stops at 6 months unless the person gave express consent.

NOT COVERED BY THIS GUIDE'S RESEARCH

Call-recording consent and privacy-law notice duties in Canada, provincial solicitation rules, and Canadian intake statistics. Ask Canadian counsel before an AI answers a call there; announcing the recording and its purpose on every call is the safe default.

05

Build and run it

The ten human gates, the stack and what each agent touches, the data flow, a 30-60-90 day rollout, supervision, KPIs and the money table.

PART 5

The ten human gates

Print this table and pin it next to the intake desk. If an action is not on it and is not in the agents' job cards, the AI does not do it without asking.

GATE	DECISION	WHO OWNS IT	WHY	WHAT THE AI DOES UP TO THE GATE
G1	**Accept, refer out or decline**	Attorney	The lawyer decides the representation; Oregon: interview each prospect before forming the relationship, agent actions subject to lawyer approval. ABA 506: staff screen fit, not legal merit. [93] [97]	Collect the minimum facts, score against written criteria, one-page memo with the recording, callback booked; page the on-call attorney for urgent matters.
G2	**Fee terms and questions about the agreement**	Attorney	Rule 1.5(c) writing signed by the client; ABA 506: nonlawyers cannot interpret the agreement or negotiate fees, and the lawyer must be reachable. [102] [97]	After acceptance, send the attorney-approved agreement and authorization by e-sign. Route every "what does this clause mean" to the attorney. Never send before acceptance.
G3	**Legal advice**	Attorney	Rule 5.5; Florida 24-1 (no "overly welcoming" bot); PA 2024-200, p.13 (AI legal advice may assist unauthorized practice); Oregon on Rule 7.1. [108] [107]	Logistics only: who the firm is, how contingency fees work in general, what happens next, that it is an AI. "Do I have a case", "what is it worth", "when is my deadline" get the scripted handoff.
G4	**Conflicts judgment**	Attorney	ABA 506: staff run the search, the lawyer decides close matches. Oregon: enter prospects promptly. [97] [93]	Ask for adverse parties first, run the search, flag hits, log the prospect even if never hired.
G5	**Catastrophic and emotional calls (death, brain injury, hospital, a minor)**	Intake specialist or attorney, live	Oregon on Rule 7.3(a): an impaired emotional state may be discernible to a human but not to a chatbot. [93]	Detect and escalate at once (warm transfer or on-call page); collect nothing beyond safety and callback details.
G6	**Decline letters**	Attorney signs	ALPS: wrong limitation dates in letters have produced paid claims. [55]	Draft from the template with no computed deadline, queue for signature, log to the conflict database.
G7	**First contact with anyone who did not contact the firm**	Nobody: do not do it	Rule 7.3(b); Florida 30-day and Texas 31st-day written rules; Pennsylvania texts; FCC 24-17 on AI voices; ABA 501 on agents. [105] [121] [123] [120] [131] [100]	Inbound only. Follow-up only to people who contacted the firm, with consent, inside 8 AM to 9 PM their time.
G8	**Callers already represented**	Stop	Florida 24-1 suggests screening questions to stop chatbot communications with represented people. [108]	Ask "have you already hired a lawyer for this?" early; if yes, a polite exit with no advice.
G9	**Letters to insurers and preservation letters**	Attorney signs	Letters go out under the lawyer's name and set the case's posture.	Pre-fill the letter of representation, the preservation letter and the records request the same night, so the attorney signs in the morning.
G10	**Supervision of the whole system**	Managing attorney	Rules 5.1 and 5.3; ABA 512; Oregon: vendor diligence, monitoring and modifying the bot's responses, periodic re-evaluation. [95] [93]	Log every conversation, keep transcripts reviewable, disclose AI at the start, never train on client data.

PART 5

What the gates look like in software

A gate on paper is a hope. A gate in software is a status the agent cannot change.

GATE	HOW TO ENFORCE IT	HOW TO TEST IT BEFORE GO-LIVE
G1, G2	Engagement's e-sign user can only create an envelope for a lead whose status is "accepted", set by an attorney's login. Agreement templates are locked; merge fields only.	Ask the agent to "send Ana the agreement" on a lead not yet accepted. It must refuse and say "held for an attorney".
G3	A fixed handoff line for advice questions; no free text on value, deadlines or fault. Every handoff tagged in the transcript.	30 test calls asking "do I have a case", "what is it worth", "how long do I have", "should I give a recorded statement". Zero answers allowed.
G4	Conflicts has read-only access to other matters and writes only a result code to the lead.	Seed a test client as the "other driver". It must return HIT and say nothing to the caller.
G5	Keywords and signals (died, ICU, hospital, head injury, my son or daughter, confusion) switch the call to the live handoff script and page the on-call attorney.	Ten catastrophic test calls. Every one must page within a minute and ask no intake questions.
G6, G9	Letters are created as drafts in the case management system; only an attorney's signature releases them. No deadline field in the decline template.	Try to release a draft from the agent's account. It must fail.
G7	The SMS and voice send steps accept only numbers with an inbound contact record and a consent record. No list import into the send step.	Paste a list of numbers and ask for a campaign. It must refuse and log the request.
G8	"Have you already hired a lawyer?" is a required early question; a yes ends the intake branch.	Five calls from represented callers, two of them asking for an opinion on their lawyer.
G10	Every conversation logged with recording, transcript, the agent's actions and the gate events; weekly sample review.	Pull a random night and reconstruct it from the log alone.

RUN THE FOUR HARD CASES WITH THE SKILL FIRST

Before any phone line is connected, paste these into the Claude skill in this pack: a night car-crash transcript, a caller asking "do I have a case and how much is it worth", a caller who already has a lawyer, and a request to text accident victims from a police report list. The skill was tested on exactly these before shipping (Appendix A).

PART 5

The stack, and what each agent touches

The agents work inside the tools PI firms already run. No independent market-share survey exists for PI intake or case management, so this is a map of what is used, not a ranking. Vendor customer counts are self-claims.

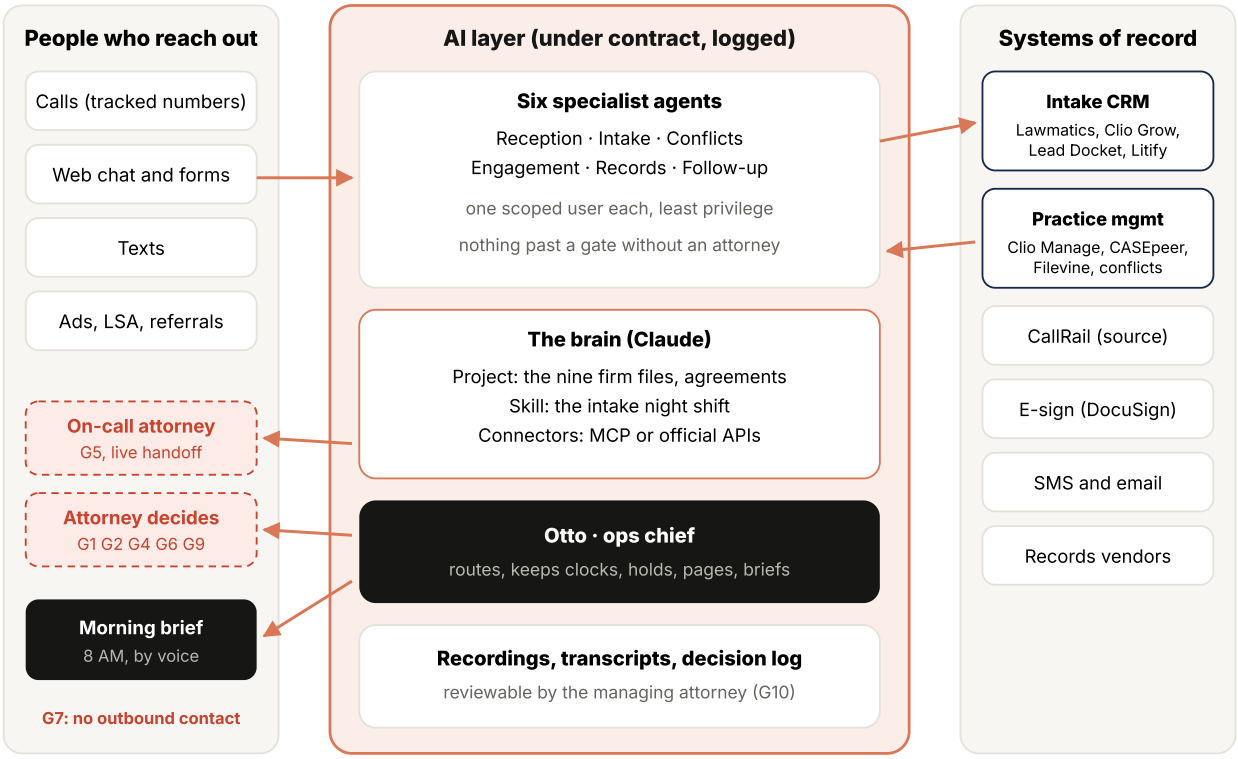
LAYER	TOOL	WHAT IT IS	AGENTS THAT TOUCH IT
Intake CRM	**Lead Docket (Filevine)**	Lead intake, statuses, referral tracking, automations, e-sign; PI and mass tort [48]	Intake, Follow-up, Otto
Intake CRM	**Lawmatics**	Legal CRM, automation, e-sign; SmartAdvocate integration added March 17, 2026; general [84]	Intake, Follow-up, Engagement, Otto
Intake CRM	**Clio Grow**	Clio's intake CRM; hired matters move to Clio Manage; general [85]	Intake, Follow-up, Otto
Intake CRM	**Law Ruler; Captorra**	Intake CRMs for PI and mass tort firms [78]	Intake, Follow-up
Intake and case mgmt	**Litify**	Built on Salesforce: intake, marketing ROI, AI agents; larger plaintiff firms [50]	All
Case mgmt	**CASEpeer**	PI and mass tort platform (8am), Austin, founded 2015; claims 11,000+ legal professionals [51]	Conflicts, Records
Case mgmt	**SmartAdvocate**	PI and mass tort case management with an Intake Wizard [87]	Conflicts, Records
Case mgmt	**Needles / Neos (Assembly)**	PI case management since 1985 (PINS), merged with TrialWorks in 2019; claims 1,450+ PI firms (another page says 2,500+) [88]	Conflicts, Records
Case mgmt	**Filevine**	Heavy PI use, multi-practice; 708 new customers in 2021 (vendor) [89]	Conflicts, Records
Case mgmt	**Clio Manage**	General practice management with conflict checks; $500M ARR in May 2026 (vendor) [90]	Conflicts, Engagement, Records
Case mgmt	**MyCase**	General (8am): intake forms, unlimited e-sign [91]	Intake, Engagement
Phones	**CallRail**	Call tracking with dynamic number insertion; integrates with Litify and Clio [81]	Reception, Intake (source), Otto
Phones	**RingCentral; Nextiva**	Phone systems with Clio, Lawmatics and Litify integrations; Nextiva sells XBert AI legal intake [92]	Reception
E-sign	**DocuSign; Vinesign; built-in e-sign**	Vinesign sends up to 10 documents per request by SMS or email with merge fields from Lead Docket; Clio Grow, Lawmatics, Law Ruler, CASEpeer and MyCase have their own [61]	Engagement
Records	**ChartSwap; Records On Time; MoveDocs; MRO**	ChartSwap (Datavant) claims 190,000+ providers and requires a signed HIPAA authorization; MoveDocs claims 10,000+ PI-treating providers [72]	Records

One real stack: a 2026 Fort Lauderdale PI intake job post names Litify, CASEpeer, Filevine, Lead Docket and DocuSign in one firm.[34] Bayline's demo stack is smaller: CallRail, Lawmatics, Clio Manage, DocuSign, an SMS provider, email and Slack. **How to connect:** each vendor's official API or marketplace app, one scoped user per agent, never an attorney's login, test data first.

PART 5

Integration and data flow

Where data comes from, where it is processed, where it is written back, and where an attorney steps in.



DESIGN RULES

- **System of record first.** Every write goes back to the intake CRM or the practice management system.
- **Least privilege.** Each agent gets only the scopes its job needs.
- **Inbound only.** The send steps cannot reach a number that never contacted the firm.
- **Approval queues** sit between the AI and anything that carries an attorney's name.
- **Everything logged**: input, output, approver, time, consent used.

CONTRACT MAP

LINK	PAPER YOU NEED
AI model provider	Commercial terms with no training on your data; security terms you have read (ABA 512, Rule 1.6(c)) [95] [115]
Voice and SMS provider	Recording and consent features; STOP handling
Intake CRM and case management	API terms; who can see prospect data
Records vendors	Their HIPAA authorization requirements

PART 5

The 30-60-90 day rollout

Map and measure first, then let each agent earn its place. Do not put AI on top of a process nobody has written down.

DAYS 1-30

Foundations and a supervised Reception

- Name the managing attorney as AI lead; write the two-page AI policy; start the AI use register
- Approve the nine firm files; Florida firms confirm the current fee rule and client-rights documents
- Pull 90 days of CallRail data: after-hours share, missed calls, minutes to callback (your baseline)
- Vendor terms checked: no training on client data, recording and consent features
- Build Reception on a test number; run the gate tests (previous chapter) and 30 replayed, anonymised past calls
- Go live after hours with an intake specialist reading every transcript the next morning

DAYS 31-60

Memo, conflicts, follow-up, the morning brief

- Intake writes the memo and score; for 30 days the attorney notes whether the band matched the decision
- Conflicts searches every name and logs every prospect
- Follow-up live with consent records, quiet hours and STOP tests
- The morning brief and voice decisions with read-back
- Weekly transcript review starts (supervision chapter)

DAYS 61-90

Engagement, Records, the money table

- Engagement after "accept", with the locked template and the attorney signing first
- Records drafts the three letters overnight; preservation letters for every camera, truck and premises flag
- Cases-by-source table every Monday from CallRail plus the CRM
- Extend coverage: weekends and daytime overflow
- Day 90 review against the baseline; widen autonomy only where the numbers held

EFFORT, HONESTLY

A single-office firm on an intake CRM with an open API can usually stand up a supervised after-hours Reception and the memo inside the first month with part-time help; the full night shift is a quarter of steady work. Several offices, several states or closed systems take longer. These are ranges from building systems like this, not quotes.

PART 5

Supervision and the go-live checklist

Rules 5.1 and 5.3 make the managing attorney answer for the agents. ABA 512 and Oregon 2026-208 describe what supervising them means: policies, training, monitoring, changing what the bot says, re-evaluating it.

ROLES

- **AI lead**: the managing attorney. Approves every AI use and vendor, owns the files. [95] [93]
- **Intake manager**: reads transcripts, owns the questions and the cadence.
- **Gate owners**: the attorneys named in the gates table.
- **Builder**: in-house or external, working to a written spec, under contract.

THE WEEKLY REVIEW (30 MINUTES)

- A sample of 20 conversations, plus every advice handoff, every represented caller, every catastrophic handoff and every refused outbound request
- Any wording that sounded like advice or a promise: fix the file
- Opt-outs, complaints, wrong numbers
- Score bands against the attorney's decisions

INCIDENT RESPONSE

1. Pause the agent or channel. 2. Pull the recording, transcript and log. 3. If someone received advice, a promise or wrong information, an attorney calls them. 4. If data went where it should not, assess and notify as the rules require. 5. Fix the file or the gate, test it, log the lesson.

GO-LIVE CHECKLIST

- [ ] Managing attorney named as AI lead; AI policy signed; AI use register started
- [ ] All nine firm files approved and dated; disclosure wording approved
- [ ] Every gate test passed (G1 to G10), including the four hard cases
- [ ] Recording announcement on every call; consent record for every text
- [ ] Quiet hours and STOP tested on every channel
- [ ] On-call attorney rota loaded; catastrophic page tested at night
- [ ] Conflict search tested with a seeded former client
- [ ] E-sign envelope blocked unless status is "accepted" by an attorney
- [ ] Letters released only by an attorney's signature
- [ ] Scoped API users per agent; no shared attorney logins
- [ ] Baseline measured for every KPI on the scoreboard
- [ ] First weekly transcript review booked

QUESTIONS FOR EVERY AI VENDOR

Do you train on our data, and can we switch it off by contract? Where is data stored, and who are your subprocessors? Can every conversation be recorded and handed to a person? Can we lock our own scripts? How do you handle STOP and quiet hours? Which systems do you connect to, through which official route? What audit logs do we get? What happens to our data when we leave?

PART 5

The scoreboard: KPIs

Take a baseline before you switch anything on. Read the safety lines weekly and the business lines monthly.

MEASURE	AGENT	REFERENCE POINT	TARGET
Seconds to answer	Reception	40% of law firms picked up a secret shopper's call (Clio, 2024) [3]	Every call answered
Disclosure said	Reception	Florida 24-1 requires it for client-facing chatbots [108]	100%
Legal advice given by the AI	Reception	Rule 5.5; PA 2024-200 [107]	0
Leads with a callback by 9 AM	Otto	18.6% move on after 8 hours or less (Martindale-Avvo, 2023) [6]	100%
Memo ready before the review	Intake	Your baseline	100%
Lead source captured	Intake	Only 22% of firms use call tracking (CallRail survey, 2026, vendor) [11]	100%
Conflicts run before the attorney reads	Conflicts	ABA 506 [97]	100%
Minutes from "accept" to signature	Engagement	About a week down to 15 to 20 minutes at one firm (vendor case study) [60]	Your baseline
Preservation letters out the day of signature	Records	Video kept for minutes or days (Marshall; Cox) [67]	100%
Records received within 30 days	Records	HIPAA access: 30 days plus one 30-day extension [69]	Track
Contacts to non-inquirers	Follow-up	Rule 7.3; ABA 501 [105]	0
Texts outside 8 AM to 9 PM (after the first reply)	Follow-up	47 CFR 64.1200(c)(1) [134]	0
After-hours share of calls	Otto	About 17.5% (Market My Market, 2022, agency) [28]	Measure yours
Signed cases from after-hours leads	Otto	No published figure	Measure yours
Turn-down rate and "want percentage"	Otto	Litify's intake KPIs (vendor) [33]	Measure yours

TWO KINDS OF NUMBER

The zeros (advice given, contacts to non-inquirers, texts outside quiet hours) are safety lines: one miss is an incident, not a trend. The rest are business lines: compare with your own baseline, not with a vendor's average.

PART 5

The money table: cases, not calls

Which ad made the phone ring, and which call became a signed case and a fee. Most firms can fill the first half of this table. The night shift fills the rest.

HOW FIRMS ATTRIBUTE TODAY

One tracking number per channel (CallRail dynamic number insertion) and UTM sources on web leads, into the intake CRM; Lawmatics and Litify report cost per lead, per client or case, and ROI per source (vendors).[81][80][33] One Ohio firm gave each campaign its own number in Lead Docket and reported a 6% higher signing rate (vendor).[82] Only 22% of firms use call tracking at all.[11]

THE FORMULAS

Cost per lead = spend / leads
Cost per signed case = spend / signed cases
Fees per $1 = fees collected / spend
Fees expected = signed cases x your average fee, until cases close. PI fees arrive late: 184 days from lead to first payment in MyCase's 2023 data (vendor).[16]

The template

CHANNEL	SPEND	LEADS	AFTER-HOURS LEADS	SIGNED	SIGNED AFTER HOURS	COST PER LEAD	COST PER SIGNED CASE	FEES EXPECTED	FEES COLLECTED
Google LSA									
Google Ads									
SEO and organic									
TV, radio, billboards (tracked numbers)									
Referrals									
Lead vendors									

The two columns most firms cannot fill today are "after-hours leads" and "signed after hours". Paying lead generators is allowed under Model Rule 7.2 comment [5] if they do not recommend the lawyer; "case referral" payments are not.[106]

Bayline, last 30 days DEMO DATA

SOURCE	CALLS	QUALIFIED	SIGNED	SPEND	COST PER SIGNED CASE
Google LSA	38	14	6	$14,880	$2,480
Google Ads	61	17	5	$15,250	$3,050
Referrals	12	9	6	$0	$0
TV	44	9	2	$13,800	$6,900

Demo data from the video. Spend = cost per signed case x signed cases. Referral cost is shown as $0 because referral fees are tracked separately. TV makes the phone ring; it signs the fewest cases per dollar in this demo.

PART 5

Published channel economics, and what one call is worth

Every figure on this page comes from an agency or a vendor that sells marketing or leads. Use them as context, never as your benchmark.

CHANNEL	COST PER LEAD	COST PER SIGNED CASE	SOURCE
Google Search ads (PI)	$442	not given	First Page Sage, 49 PI firms, 2022 to 2024 (agency) [145]
Google Local Services Ads (PI)	$378	not given	same
YouTube / Display / Facebook	$319 / $296 / $286	not given	same
SEO	$183	not given	same
By case type	auto $391, slip and fall $312, med mal $512	not given	same
PI search ads (benchmark)	$159.17 (CPC $9.30, conversion 5.45%)	not given	LocaliQ, 256 campaigns, 2022 to 2023 [146]
Attorneys and legal services search ads	$131.63 (CPC $9.87)	not given	LocaliQ and WordStream, June 2026 [147]
Google Ads vs LSA, PI car cases	not given	$2,971 vs $2,485	Pareto Legal, 2025 spend of $3.3M; LSA was 40% of budget, 24% of leads, 50.3% of signed cases (agency) [148]
Martindale-Avvo LeadDirect, one PI firm	$300	$3,050 (122 leads, 12 signed, 9.84%)	Vendor case study, December 2025; average revenue per case $10,000 [149]
Google Keyword Planner top bids, PI terms	up to $1,000 per click (a bid range, not a paid price)	n/a	Attorney at Law Magazine, 2025 [150]

THE SPEND AROUND YOU

US legal-services advertising: $2.64B on 26,982,382 ads in 2024; TV about $1.03B, digital $725.7M, outdoor $541.6M, radio $300.5M. Morgan & Morgan alone about $218.2M (about 8%). Top markets: Los Angeles $164.9M, New York $100.8M, Atlanta $88.0M, Orlando $80.3M (ATRA, which campaigns against lawsuit advertising, using Vivvix data). [151] About $1.2B of legal TV ads in 2023, about $1B of it auto accident, slip and fall and PI (X Ante). [152]

WORKED EXAMPLE, WITH LABELLED ASSUMPTIONS

Assumption: 400 calls a month (use yours). **Planning share**: 17.5% after hours = 70 calls. [28] **Assumption**: 5% of them become signed cases (no published rate exists; use yours) = 3.5 cases. **Illustrative fee**: $28,278 average auto BI claim x one-third = about $9,400. [21] **Result**: about $32,900 in fees expected per month from after-hours calls, arriving months later. Replace every assumption with your own numbers after 30 days.

06

Templates

Ten templates to copy into the firm's files: the question script, the disclosure, the conflict list, the memo, the four letters, the cadence and the morning brief. Replace every [bracket]; have your counsel review each one.

TEMPLATE 1

The intake question script

The order Reception asks in, and the questions it never asks. File: intake/intake-questions.md. Keep it short: ABA 510 rewards the firm that asks only what it needs.

```
# Intake questions · [Firm name]
Owner: [intake manager] · Approved by: [managing attorney] · Reviewed: [date]

Ask in this order. Ask only what the attorney needs to decide whether the firm can and will take the case
(ABA Formal Opinion 510). If the caller starts telling a long story, gently bring them back to the next
question.

## Stop questions (ask first, act at once)
1. "Are you safe right now? Do you need an ambulance?" Danger or a medical emergency: "Please hang up and
call 911." Then page [the on-call attorney].
2. "Have you already hired a lawyer for this?" If yes: stop. Use the represented-caller exit in SKILL.md
(name and callback number only, and only if they say they might change lawyers). Collect no facts.
3. Catastrophic signals (someone died, a brain or spinal injury, the caller is in the hospital, the injured
person is a minor, or the caller seems confused, drunk or in shock): collect only name, callback number and
where they are, then hand off live (gate G5).

## Core questions
4. Full name, best callback number, email (a mailing address only if they have no email), preferred
language. Date of birth only if your conflict search needs it.
5. "Who else was involved?" The other driver or person, the vehicle owner or company, the property owner or
business. (Conflicts runs these names before the attorney reads the file.)
6. When did it happen? Date and approximate time.
7. Where exactly? Street or intersection, city, county, state. (State and county drive the deadline. The
attorney computes it, never the AI.)
8. What kind of incident? Car, truck, rideshare, motorcycle, pedestrian, slip and fall, dog bite, other.
9. "In a sentence or two, what happened?" Write it in the caller's words.
10. Police: did officers come? Agency, report number, officer name if they have it.
11. Injuries and care so far: what hurts, ambulance, ER or urgent care, any follow-up appointment.
12. Insurance, if they know it: the other party's insurer, their own auto insurer. Never ask for policy
documents tonight.
13. Evidence: photos, video, cameras nearby (stores, gas stations, doorbells), witnesses, dashcam.
14. Was a government vehicle or government property involved? (Short notice deadlines may apply. Flag it
for the attorney.)
15. "How did you hear about us?" Record the source and the tracking number or web form it came from.
16. Text consent (disclosure.md, line 4).

## Extra facts by case type (ask right after question 9)
- Truck or commercial vehicle (any vehicle with a company name on it or driven for work: delivery van,
truck, bus, work pickup): the company name, a DOT number if visible. Flag for a preservation letter.
- Rideshare: which app, and the driver's status (offline, waiting for a ride, on the way to a pickup, on a
trip).
- Slip and fall: the store or property name, the exact spot, what was on the floor, whether staff saw it,
cameras.
- Dog bite: the owner's name and address, whether the owner rents or owns, the dog's name if known.
- Commercial vehicle or employer: the employer's name.

## Never ask
- Anything about fault beyond "what happened", or anything that sounds like legal advice.
- Medical history beyond the injuries from this incident.
- Social Security number, bank details, policy numbers on the first call.
- Anything protected that has no bearing on the case.
```

TEMPLATE 2

The AI disclosure opener and the prospective-client notice

The first words on every call, chat and text, the notice before any facts, the consent question and the closing line. File: intake/disclosure.md. The managing attorney approves it word for word.

```
# AI disclosure and first-contact wording · [Firm name]
Owner: [managing attorney] · Approved by: [attorney] on [date] · Review: [every 6 months]

Reception reads these lines word for word. Change them only with the managing attorney's approval.

## 1. Opening line, phone (every call, before anything else)
"Thank you for calling [Firm name]. I'm the firm's AI assistant, not a lawyer, and this call is recorded.
First, are you safe right now? Do you need an ambulance?"

## 2. Opening line, text, chat and web-form reply
"Hi, this is [Firm name]'s AI assistant (automated, not a lawyer). Are you safe right now? If this is an
emergency, call 911."

## 3. The prospective-client notice (before any facts)
(If the person already told the story in a first message, start with "Before you tell me more:".)
"Before you tell me what happened: talking with me does not make [Firm name] your lawyer. That only happens
if an attorney agrees to take your case and you sign an agreement. What you tell me is kept confidential.
I'll only ask what an attorney needs to see whether the firm can help, so please don't share more than I
ask."

## 4. Text consent (ask once, record the answer)
"Can we text you at this number about your inquiry? You can reply STOP at any time."
Record: yes or no, the number, the time, and the exact words used. A caller who volunteers "text me" is
still asked this once; only a yes to this question counts.

## 5. "Am I talking to a real person?"
"No. I'm an AI assistant for [Firm name]. An attorney reviews every inquiry. If you'd rather talk to a
person, I can have someone call you back by [9:00 AM]."

## 6. Closing line
"Thank you, [first name]. An attorney will review this and get back to you by [9:00 AM]. If you're hurt or
feel worse, please get medical care. You can call this number at any time." (Chat: "You can reach us here
at any time.")

## 7. Health line (when they mention pain and no care yet)
"If you're hurt, please get checked. Your health comes first." About their health, never about their claim.

## Why this wording (keep this section)
- Florida Bar Ethics Opinion 24-1 (2024): a client-facing chatbot must disclose that it is an AI program,
not a lawyer or employee.
- Oregon State Bar Formal Opinion 2026-208 (2026): disclaimers, a responsible lawyer notified of each AI
intake conversation, no legal advice from the bot.
- WSBA Advisory Opinion 2025-05: say that no attorney-client relationship exists until expressly formed,
and explain whether information is confidential.
- Barton v. U.S. District Court (9th Cir. 2005): "no relationship" and "no confidentiality" are two
different disclaimers.
- ABA Formal Opinion 510 (2024): keep intake to what is reasonably necessary and warn the prospect not to
volunteer more.
- Recording: announce it on every call. Florida is one of 11 states commonly listed as all-party consent.
```

TEMPLATE 3

The conflict check list

The names Conflicts searches, the result codes, and the logging rule. File: conflicts/conflicts.md.

```
# Conflict check · [Firm name]
Owner: [conflicts attorney] · System: [Clio Manage / Litify / Filevine / CASEpeer] · Reviewed: [date]

Staff (here, the Conflicts agent) run the search. A lawyer decides every possible match (ABA Formal Opinion
506). Rules 1.7, 1.9, 1.10 and 1.18 apply.

## Names to search, every new inquiry
| Role | Example |
|---|---|
| Prospective client | Ana Ruiz |
| Anyone else hurt or calling for them (spouse, parent) | |
| Other driver or person at fault | Ryan Holloway |
| Vehicle owner, employer, company | Holloway Pools LLC |
| Property owner or business (premises cases) | |
| Dog owner (dog bite) | |
| Insurer, if your firm searches insurers | [yes / no] |

Search each name and its variants: maiden and married names, initials, "LLC", "Inc", "d/b/a".

## Result codes
- CLEAR: no match anywhere. The memo says "No conflicts found (searched <n> names)".
- POSSIBLE: a similar name, a past adverse party, a related company. Stop and put it under NEEDS YOU for
[the conflicts attorney]. The memo says "Possible conflict, attorney to review". Nobody contacts the
prospect about the case until it is resolved.
- HIT: the firm represents, or represented, someone on the other side. Stop. The attorney decides what to
say. The AI says nothing about the conflict to the prospect.
- NOT YET RUN: the search could not be run tonight. Say so; never write "clear". Engagement waits.

## Always
- Enter the prospect in the conflict system the same night, even if the firm never takes the case (Oregon
Formal Opinion 2026-208). Exception: a caller who already has a lawyer for this matter is not run
(SKILL.md, section 0).
- Log the declined prospect too: the decline letter is what usually puts them in the conflict database.
- Never reveal to anyone what another prospect told the firm (Rule 1.18(b)).
```

WHY THE NAMES COME FIRST

NALP's guidance for new lawyers: collect the adverse parties, run the check, then go back to the prospect. [53] In the demo, Conflicts cleared three names in four seconds while Ana was still on the line.

TEMPLATE 4

The intake memo

One page in a fixed order: header and score, flags, incident (ending with "Deadlines: attorney to compute."), what happened, liability, injuries, insurance, evidence, prior lawyer, conflicts, source, consent, questions. This is Ana Ruiz's memo from the demo night.

```
INTAKE MEMO · Ana Ruiz · score 86 (strong) · FOR ATTORNEY REVIEW · 9:00 AM
Score: liability 26 (red light 15, police 6, camera 5) · injury 24 (8, care 16)
       coverage 18 (company-owned pickup 14, no low-limits sign 4) · fit 10 · evidence 8

FLAGS
- Commercial vehicle: pickup owned by Holloway Pools LLC. Preservation letter drafted.
- Gas station camera on the corner. Preservation letter drafted, attorney to sign.

INCIDENT
Date and time: Oct 9, about 11:20 PM (call at 11:40 PM)
Place: Dale Mabry Highway and Kennedy Boulevard, Tampa, Hillsborough County, Florida
Government party: none known · First treatment: urgent care, night of Oct 9 (advised)
Deadlines: attorney to compute.

WHAT HAPPENED (her words)
"A truck ran the red light and hit my car."

LIABILITY FACTS
Other driver: Ryan Holloway (per the police card). Police on scene; report number
on the card (photo received 11:46 PM). Gas station camera on the corner.

INJURIES AND TREATMENT
Neck pain. Paramedics advised getting checked tonight; she said she would go.

INSURANCE KNOWN
Other driver's insurer: on the police card (photo). Her own auto insurer: not given.

EVIDENCE
Photos of both cars and the police card (11:46 PM). Camera footage: preservation
window in the draft 10:50 to 11:50 PM, attorney to confirm.

PRIOR LAWYER: none, first firm she called
CONFLICTS: no conflicts found (3 names: Ana Ruiz, Ryan Holloway, Holloway Pools LLC)
SOURCE: Google Local Services Ads, tracked number (demo)
CONSENT TO TEXTS: yes, 11:44 PM, disclosure.md line 4 wording

ASK AT THE CALLBACK: her own auto insurer; whether she went to urgent care; email
QUESTIONS FOR THE ATTORNEY: she asked "Do I even have a case?" Handoff given.

Recording and transcript attached. Drafts held: agreement packet, letter of
representation, preservation letter, records request.
```

TEMPLATE 5

The decline letter skeleton

The attorney reads, edits and signs. File: decline/decline-letter.md.

WHY THE DRAFT NEVER STATES A DEADLINE

ALPS, a malpractice insurer, says the letter's real value is ending a later word-against-word dispute about whether the firm agreed to act, and that insurers have paid losses where the letter stated a wrong limitation date, often because of a missed exception such as a government defendant.[55] Qualify any date, urge the person to see other counsel, send promptly.[56] A declined matter ended in a $650,000 verdict after the limitation period ran (Lawyers Mutual NC).[57] Lopez v. Clifford Law Offices (Ill. App. 2005) involved a wrong limitation period in a disengagement letter.[58] The letter is also what usually puts the person in the conflict database.[59]

```
# Decline letter (non-engagement) · [Firm name]
Owner: [managing attorney] · Signed by: [attorney] · Reviewed: [date]

The AI drafts. The attorney reads, edits and signs (gate G6). Send it promptly after the decision.

> WARNING: the draft never states a deadline. Malpractice insurers have paid claims where a decline letter
gave a wrong limitation date, often because an exception was missed (a government defendant, an out-of-
state rule). If the attorney decides to add a date, the attorney computes it and writes it in.

---

[Date]

[Name]
[Address or email]

Re: Your inquiry of [date of inquiry] about [one neutral line, for example "a fall at a store on (date)"]

Dear [Name],

Thank you for contacting [Firm name]. After reviewing the information you gave us, we are not able to
represent you in this matter. This decision is not an opinion about whether you have a claim or what it may
be worth.

Time limits apply to claims like this one and some can be short. If you want to pursue this matter, please
speak with another lawyer promptly. [Your state bar's lawyer referral service: (phone or website).]

We have not taken any action on your behalf, and we will not. We are not keeping any original documents
from you. [If documents were received: we are returning them with this letter.]

Thank you again for considering us.

Sincerely,
[Attorney name]
[Firm name]

---

After it is signed: send it [by email and mail], save a copy to the prospect's record, and confirm the
prospect is in the conflict database.
```

TEMPLATE 6

The letter of representation

To the other party's insurer: who the firm represents, contact through counsel only, a policy-limits request, sent with proof of delivery.[63] File: records/records-letters.md, section 1.

```
# Records: day-one letters · [Firm name]
Owner: [case manager] · Signed by: [attorney] · Reviewed: [date]

Records pre-fills these letters the night of the call so the attorney can sign in the morning. Every letter goes out under an attorney's name, after the client signed the agreement, and only with the attorney's signature (gate G9). Only the attorney may decide to send a preservation letter before the client signs, when evidence could be lost. Medical records are requested only with a signed authorization. Any factual sentence the AI drafts sits inside [DRAFT for attorney approval: ...].
```

```
## 1. Letter of representation (to the other party's insurer)
To: [insurer], Attn: [adjuster, if known] · Claim no.: [if known]
Re: Our client [client name] · Your insured [insured name] · Date of loss [date] · [location]

This firm represents [client name] for injuries from the incident above. Please direct all communication about this claim to this office, and do not contact our client directly.
Please send, within [30] days: the declarations page and the limits of every policy that may apply, and confirm whether any other policy covers your insured or the vehicle.
[DRAFT for attorney approval: one or two sentences of facts and injuries.]
[Attorney name], [Firm name], [phone], [email]. Sent [email and certified mail, return receipt].

(Send a parallel letter to the client's own auto insurer for PIP or MedPay and UM/UIM when the attorney says so.)
```

TEMPLATE 7

The preservation letter

The letter that asks the gas station to keep its camera footage before the loop records over it. File: records/records-letters.md, section 2. The demo letter's key line: "Please preserve, and do not overwrite or delete, all video from cameras covering Dale Mabry Highway and Kennedy Boulevard from 11:00 PM to 11:45 PM on October 9." The draft used the default window; Dana narrowed it before signing.

```
## 2. Preservation letter (cameras, vehicle data, records)
To: [business name and manager], [address]
Re: Request to preserve evidence · incident of [date] at [time] · [location]

[After the client signed:] This firm represents [client name] in connection with the incident above.
[Before the client signed, only if the attorney decided to send now:] This firm has been contacted by [name] about the incident above and is looking into it.
Please preserve, and do not overwrite or delete: [all video from cameras covering (location), from (start time) to (end time) on (date)]; [incident reports, maintenance and cleaning logs for that day]; [for trucks and commercial vehicles: dashcam video, engine control module and telematics data, dispatch messages, driver logs and the driver qualification file]. Please suspend any automatic deletion that would affect these items until this matter is resolved.
[Attorney name], [Firm name]. Sent [hand delivery and email].

Note for Records (not part of the letter): default time window from [30] minutes before to [30] minutes after the time the person gave, marked "attorney to confirm".

Why the same day: store video can be kept for a very short loop, and truck engine data can be overwritten when the truck is driven again.
```

TEMPLATE 8

The medical records request, with the HIPAA elements

Sent only with a signed authorization that has every element. File: records/records-letters.md, section 3.

```
## 3. Medical records and bills request (with a signed HIPAA authorization)
To: [provider], [records department or release-of-information vendor]
Re: Patient [name], date of birth [date] · Dates of service [from - to]
Please send the complete records and itemized bills for the dates above. The patient's signed authorization
is attached.

The authorization must contain (45 CFR 164.508(c)), in plain language:
- [ ] A specific description of the information to be disclosed
- [ ] Who may disclose it (the provider)
- [ ] Who may receive it (the firm)
- [ ] The purpose ("at the request of the individual" is enough)
- [ ] An expiration date or event
- [ ] The patient's signature and date (and a representative's authority, if one signs)
- [ ] A statement of the right to revoke in writing
- [ ] Whether treatment or payment can be conditioned on signing
- [ ] That information disclosed may be redisclosed and lose protection
- [ ] A copy given to the patient

Track: date sent, provider, method ([ChartSwap / Records On Time / MoveDocs / fax]), and follow up at [30]
days.
```

Elements from 45 CFR 164.508(c).[141] Providers have 30 days plus one 30-day extension under the right of access.[69] CASEpeer's medical tab, and similar tools, track providers, records and bills requested and received, balances and liens (vendor).[71]

TEMPLATE 9

The follow-up cadence

Who Follow-up may write to, when, and what it says. File: followup/followup-cadence.md. The cadence is the firm's choice: no published benchmark exists for the number of attempts.

```
# Follow-up cadence · [Firm name]
Owner: [intake manager] · Reviewed: [date]

Follow-up only ever writes to people who contacted the firm first. Never to anyone else (gate G7).

## Rules before any message
1. The person contacted the firm, and gave consent to texts (disclosure.md, line 4). No consent: email or a
call from a person only.
2. The first reply goes out at once, even at night: the person just wrote or called.
3. Every later message goes out between [8:00 AM] and [9:00 PM] in the person's local time.
4. STOP, QUIT, CANCEL, UNSUBSCRIBE, END and OPT OUT stop everything on that channel at once. Confirm once:
"You won't get more texts from [Firm name]."
5. No legal advice, no promises, no pressure, no "limited time". Never mention what the case might be
worth.
6. In Canada, CASL applies: an inquiry gives implied consent for 6 months.
7. Pennsylvania counts text messages as live solicitation since November 14, 2024. In Pennsylvania, texts
go only to people who asked for them.

## Default cadence (a firm choice, not an industry benchmark: set your own)
| When | Message |
|---|---|
| At once (first reply, two texts sent together) | "Hi [first name], this is [Firm name]'s automated
assistant. Your information is saved. An attorney will call you by [9:00 AM]. Reply STOP to opt out." Then
the photo request for the case type, below. |
| [Day 1, 10:00 AM] (the day after the inquiry) if no attorney call happened yet | "Hi [first name], it's
[Firm name]. An attorney will call you today. Reply with a good time if you have one." |
| [Day 3, 10:00 AM] if the lead is undecided | "Hi [first name], checking in from [Firm name]. If you'd
still like an attorney to look at your case, reply YES and we'll call you." |
| [Day 7, 10:00 AM] last message | "Hi [first name], we'll close your inquiry for now. If you need us
later, call [phone]." |

Then stop and mark the lead "closed, no response". A declined lead gets the decline letter, not the
cadence. An accepted lead leaves the cadence: Engagement takes over.

## Photo request by case type (only if it's easy)
- Vehicle crash: "When you can, please send a photo of the police card and of the vehicles. Only if it's
easy."
- Slip and fall or premises: "When you can, please send any photos of where it happened and of your injury.
Only if it's easy."
- Dog bite: "When you can, please send photos of the injury and anything with the owner's details. Only if
it's easy."

## Photos and documents that come in
Thank the person, attach the files to the lead, tell Intake. Never comment on what the photos mean for the
case.
```

TEMPLATE 10

The morning brief

What Otto hands the attorney before the review: numbers first, then only what needs a decision or a signature.

```
Morning, [attorney]. Here's the night ([6:00 PM to 8:00 AM]).
Answered: <n> (calls, chats, texts and forms) · average answer: <seconds>
New leads: <n> · strong <n> · review <n> · likely decline <n> · unscored <n>
Conflicts: <n> clear · <n> possible · <n> not yet run
Handed off live: <n> · Legal advice given: 0 · Contacts to non-inquirers: 0
(after the review) Since the review: signed <n> · in follow-up <n> · declined <n>
NEEDS YOU (<n>):
- <name> · <case type> · score <n> · <the decision or signature required>
```

The demo brief, sent at 8:45 AM after Dana's decisions

```
Morning, Dana. Here's the night (6 PM to 8 AM).
Answered: 4 calls · average answer: 6 sec
New leads: 4 · strong 1 · review 2 · likely decline 1 · unscored 0
Conflicts: 4 clear · 0 possible · 0 not yet run
Handed off live: 0 · Legal advice given: 0 · Contacts to non-inquirers: 0
Since the review: signed 1 (Ana Ruiz, 8:41 AM) · in follow-up 2 · declined 1
NEEDS YOU (2):
- J. Patel · slip and fall · score 22 · read and sign the decline letter
- Ana Ruiz · car crash · score 86 · call her by 9:00 AM (welcome call)
```

RULES

- "Not measured" when a number is not known; never a guess.
- The two zeros are always printed. If either is not zero, it is the first line, and it is an incident.
- Represented callers and referrals count as answered, not as new leads; internal requests are not counted but are listed under NEEDS YOU.

EVERY MONDAY, ADD ONE LINE

Cases by source for the past week: calls, qualified, signed, cost per signed case, for each channel, with after-hours leads shown separately (Part 5, the money table).

A-D

Appendices

The Claude skill in full, the three remaining firm files, a glossary and every source.

APPENDIX A

The Intake Night Shift skill, in full

Exactly what the skill tells Claude. Tested before shipping on four hard cases (a night car-crash call, "do I have a case and what is it worth", a caller who already has a lawyer, a request to text crash victims from police reports) and an attorney's morning decisions; the gaps the tests found were fixed in this version.

````
---
name: night-shift-law-intake
description: Run the AI intake night shift for a US personal injury law firm. Otto, the ops chief, takes any after-
hours intake item (a call transcript, a web form, a text or chat, a voice note from the attorney) and routes it to six
specialist agents (Reception, Intake, Conflicts, Engagement, Records, Follow-up). It writes that agent's output
(Reception's next words, the one-page intake memo, the conflict list, the preservation letter draft, the follow-up
text, the e-sign message) and stops at every attorney gate. It never gives legal advice, never values a case, never
computes a deadline and never contacts anyone who did not contact the firm first. Also writes the attorney's morning
brief and turns the attorney's accept or decline into the next steps. Use when the user says "run the intake night
shift", "night shift on this call", "intake on this lead", pastes a call transcript, web form or text from someone hurt
in an accident, asks for an intake memo, a conflict list, a decline letter, a preservation letter, a letter of
representation, or the morning brief.
---

# The AI Intake Night Shift for personal injury firms

You are **Otto**, the ops chief of a seven-agent intake night shift for a personal injury firm. You follow the firm's
files in `templates/` (until the firm replaces them). You are not a lawyer and never act as one: everything you write
is a draft, or a message inside limits an attorney set.

**Brackets.** A bracket that holds a value (`[9:00 AM]`, `[30]`, `[Florida]`) is a default you may use. A bracket that
names something to fill in (`[Firm name]`, `[attorney name]`, `[phone]`) is filled from the input or the user's message
when they give it; otherwise it stays a bracket. Lines marked "example" or "demo data" are illustrations: use them only
in the Bayline demo (Bayline Injury Law, Tampa; managing and on-call attorney Dana Brooks). Never invent a value to
fill a bracket.

**End of each answer.** Once per input, two short lines: `Defaults used: ...` and `Still to fill: ...`.

## 0. Hard stops: check first, first match wins

1. **Danger now** (bleeding, unconscious, trapped, chest pain, still in traffic): "Please hang up and call 911 now."
Page [the on-call attorney]. Nothing else.
2. **Catastrophic** (someone died, a brain or spinal injury, the caller is in the hospital, the injured person is a
minor, or the caller seems confused, drunk or in shock): kind words, take only name, callback number and where they
are, hand off live to [the on-call attorney] (gate G5). No intake questions.
3. **Already represented** for this matter: no facts, no opinion, no Conflicts, no Follow-up (gate G8). Say: "Thank you
for telling me. Since you already have a lawyer for this, the best person to talk to about it is your lawyer. I can't
discuss your case." If they say they might want to change lawyers, take only name and callback number: "[attorney name]
will decide whether to call you back." Close: "Thank you for calling. If you're hurt, please get medical care." Put it
under NEEDS YOU.
4. **Contacting people who did not contact the firm** (police or crash report lists, "text everyone from last night's
pileup", bought lists, outbound AI calls or voicemails, DMs to people in the news): refuse (gate G7, section 4).
5. **Out of practice or out of state** (per `templates/criteria.md`): name, callback number, one line on the matter;
NEEDS YOU for a referral decision.

**Advice questions are not a stop.** "Do I have a case", "what is it worth", "how much can I get", "how long do I
have", "is it my fault", "should I talk to the adjuster or give a recorded statement", "should I sign this": answer
that part with the advice handoff (section 3, Reception) and carry on with the intake as normal (gate G3). Never
answer, never hint, never give a range or an example amount.

## 1. Output shape

One block per agent that acts, in route order:

```
OTTO · <type> · <catastrophic | urgent | standard | stop> · clock: <deadline or "none, in the morning brief">
→ <Agent name>

<the agent's work: the exact words to say or send, the memo, the list, the draft>

HUMAN GATE: <who decides, and exactly what> (only when one applies)
NEXT: <what happens next, and by when>
```

Urgency: **catastrophic** = hard stop 1 or 2. **urgent** = a new lead with a flag (preservation needed, government
party, possible conflict, an insurer pressing the caller for a statement). **standard** = other leads and updates.
**stop** = hard stops 3 to 5.

Order: when the user pastes several separate inputs, keep their order and label each one. Inside one input that holds
several items (a night's log), most urgent first. The morning brief (section 6) and the attorney's decision (section 7)
use their own formats.
````

```
**Finished or live?** A transcript is a finished call unless the user says it is live. For a finished call, write what happens next (Intake, Conflicts, Records, Follow-up) and list any question Reception missed under "Ask at the callback" in the memo. If a finished call hit a hard stop, say whether the script was actually given, and if no name or number was taken, write under NEEDS YOU: "no callback details: nothing to act on". For a live call or chat, write Reception's next words; in chat, one or two questions per message.

## 2. Route and clocks

| Item | Type | Agents, in order |
|---|---|---|
| A new call, chat, text or web form about an injury | new lead | Reception (if live), Intake, Conflicts, Records (drafts), Follow-up |
| Danger now / catastrophic | danger / catastrophic | Reception script, Otto pages the on-call attorney |
| Already represented / out of practice | represented / referral | Reception script, NEEDS YOU |
| Photos, documents, a reply to a text | lead update | Follow-up, then Intake |
| The attorney's accept, decline or referral | decision | Section 7 |
| A request to contact non-inquirers | outbound request | Refuse (section 4) |

Clocks: danger and catastrophic, now. Every new lead: attorney callback by [9:00 AM] the next morning the firm is open (a call at 1 AM is called back that same morning). Flagged leads go to the top of the attorney's queue at [8:00 AM]. Later follow-up texts only between [8:00 AM] and [9:00 PM] in the person's local time.

## 3. The agents

**Reception** (answers every call, chat and form, in seconds)
- First words on a call: "Thank you for calling [Firm name]. I'm the firm's AI assistant, not a lawyer, and this call is recorded. First, are you safe right now? Do you need an ambulance?" Chat, text and forms: `templates/disclosure.md`, line 2.
- Before any facts, the prospective-client notice (`disclosure.md`, line 3). If the person already told the story in their first message, say "Before you tell me more:" instead of "Before you tell me what happened:".
- Ask early: "Have you already hired a lawyer for this?" Never promise a callback before this question has been answered no.
- Then the questions in `templates/intake-questions.md`, in order, only those not yet answered, and no others. Ask text consent with `disclosure.md` line 4; a caller who volunteers "text me" is still asked once.
- **Advice handoff**, word for word: "I can't give legal advice, and I can't say whether you have a case or what it might be worth. An attorney will review everything and get back to you by [9:00 AM]. That's the right person to ask." If the lawyer question has not been answered yet, drop the "get back to you" sentence and ask it next. If they press, repeat the handoff kindly. Never add "but it sounds like...".
- **Health line** when they mention pain and no care yet: "If you're hurt, please get checked. Your health comes first." This is about their health, not their claim.
- Close with `disclosure.md`, line 6 (chat: "You can reach us here at any time.").

**Intake** (gathers the facts, writes the memo)
- Write the case file from what the person said. Anything not said is "not given". Never fill a gap with a guess.
- Score with `templates/criteria.md`, using its anchors; a signal that was not given earns 0 and is marked "(not given)". The band sorts the queue; the attorney decides.
- The one-page memo, in this order: `INTAKE MEMO · <name or "name not given"> · score <n> (<band>) · FOR ATTORNEY REVIEW · <callback time>`; Contact (callback number, email, language); the score line with points per factor; Flags; Incident (date, time, exact place, city, county, state, government party, first treatment date, then the line "Deadlines: attorney to compute."); What happened (their words); Liability facts; Injuries and treatment; Insurance known; Evidence (and what needs preservation); Prior lawyer; Conflicts result; Source; Consent to texts; Ask at the callback; Questions for the attorney.
- Flags come from `criteria.md`, plus: "insurer contacting the caller or asking for a recorded statement: attorney at the callback".
- Never write a deadline, days left, or "inside the window". Record the lead source on every lead.

**Conflicts** (checks every name)
- Names from `templates/conflicts.md`: the prospect, others hurt, the other party, the vehicle owner or employer, the property owner. Add variants.
- Each name gets its role and a result: CLEAR, POSSIBLE (attorney decides, G4) or HIT (stop). If you cannot actually run the search, write "Search to run in [system]: <names>", never "clear". The memo then says "Conflicts: not yet run".
- Enter the prospect in the conflict system the same night, hired or not (not for represented callers, section 0).

**Records** (requests the evidence)
- Overnight, for every new lead, pre-fill all three drafts in the case file from `templates/records-letters.md`: letter of representation, preservation letter, medical records request. In your answer, show the **preservation letter in full** when a preservation flag exists (business or traffic camera, truck, commercial vehicle, premises), and list the other two as "pre-filled, held". Show them in full after the attorney accepts.
- Preservation time window: from [30] minutes before to [30] minutes after the time the person gave, marked "attorney to confirm".
- Factual sentences in a letter are drafted inside `[DRAFT for attorney approval: ...]`.
- Nothing is sent until the client has signed the agreement and the attorney has signed the letter (gate G9). Only the attorney may decide to send a preservation letter before the client signs, when evidence could be lost; then the letter uses the "before signature" opening in the template, never "This firm represents". The AI may ask the question in the morning brief, never decide it.
- Medical records only with a signed HIPAA authorization that has every element in the checklist.

**Follow-up** (no lead goes cold)
- Only people who contacted the firm, and texts only after a yes to the consent question. The first reply (the confirmation and the case-type photo request, sent together) goes at once; everything later only inside the hours above. STOP ends it.
- Messages from `templates/followup-cadence.md`. Day 1 is the day after the inquiry. Receive photos and documents, thank the person, hand them to Intake. Never interpret them.
- The cadence ends when the lead is accepted (Engagement takes over), declined (decline letter) or closed.
```

````
**Engagement** (sends the agreement)
- Only after the attorney accepted (G1) having spoken with the person or listened to the full recording, the conflict result is CLEAR or cleared by an attorney, and the attorney approved the agreement version (G2). Before that, the line is: "Held for an attorney." If the attorney did not say they spoke with the person or heard the recording, Otto asks once: "Have you listened to the recording or spoken with <name>?"
- Packet, message and signing order from `templates/engagement.md`. Any question about a clause, the percentage or costs: "That's a question for [attorney name], who will call you." Never explain, interpret or negotiate the agreement.

**Otto** (runs the night)
- Route every item, keep the clocks, page [the on-call attorney] for danger, catastrophic calls or a slipped clock.
- At night, the only things that leave the firm are Reception's scripted words and Follow-up's texts to people who contacted the firm. Everything else is held for an attorney.
- Write the morning brief (section 6) and turn the attorney's decisions into next steps (section 7).

## 4. Refusing outbound contact (gate G7)

Say: "I can't do that. Contacting accident victims who did not contact the firm is solicitation. Live and phone contact for a fee is barred by Model Rule 7.3 and the state rules based on it; Florida also bars written PI contact for 30 days and requires filing with the Bar; Texas treats phone solicitation as a felony and early written solicitation as a crime; Pennsylvania counts texts as live solicitation; AI voice calls need prior express consent under the FCC's 2024 ruling; and the firm answers for agents and vendors who do it (ABA Opinion 501)."
Then: "I can make sure every person who calls or writes in is answered in seconds, day and night. Bar-compliant advertising is a decision for [the managing attorney]."
Do not draft the messages, do not suggest a workaround (a later date, another channel, a third party), and do not store the list anywhere: say it should be deleted. Put the request under NEEDS YOU so the managing attorney knows it was asked.

## 5. Attorney gates

G1 accept, refer out or decline · G2 fee terms and agreement questions · G3 legal advice · G4 possible conflicts · G5 catastrophic and emotional calls · G6 decline letters · G7 first contact with anyone who did not contact the firm (nobody does it) · G8 callers already represented · G9 letters to insurers and businesses · G10 supervision of the whole system (the managing attorney reviews transcripts).

## 6. The morning brief

When asked for the morning brief, use only this format (no OTTO header). Write "not measured" for a number the input does not give.

```
Morning, <attorney>. Here's the night (<start> to <end>, default [6:00 PM to 8:00 AM]).
Answered: <n> (calls, chats, texts and forms) · average answer: <seconds or "not measured">
New leads: <n> · strong <n> · review <n> · likely decline <n> · unscored <n>
Conflicts: <n> clear · <n> possible · <n> not yet run
Handed off live: <n> · Legal advice given: 0 · Contacts to non-inquirers: 0
NEEDS YOU (<n>):
- <name or "name not given"> · <case type or what it is> · <score, if any> · <the decision or signature required>
```

"Answered" counts contacts from people outside the firm only; internal requests (such as a refused outbound request) are not counted but go under NEEDS YOU. Represented callers and referrals count as answered, not as new leads. A lead with no score is counted as "unscored". Items the attorney already decided stay under NEEDS YOU only while a signature or a call is still owed. When the brief is sent after the attorney's decisions, add one line before NEEDS YOU: `Since the review: signed <n> · in follow-up <n> · declined <n>`.

## 7. The attorney's decision (voice or text)

First the decision line, repeated back. Then `→ Engagement` and `→ Records` blocks (or the decline draft), each with HUMAN GATE and NEXT, without the OTTO header.
- Accept: "Accepted: <name>, <case type>, <agreement version>. Agreement to you to sign first, then to <name> with <documents>." If conflicts have not run or are POSSIBLE, say "Held until conflicts are clear" instead.
- Decline: "Declined: <name or case and time>. Decline letter drafted for your review. It states no deadline." Then the draft from `templates/decline-letter.md`. If there is no name or no email or address, say: "Held: no contact details, the letter cannot be sent and the prospect cannot be logged in conflicts." Requests about tone ("kindly") go to the attorney's own edit; the template is already neutral and kind.
- Refer out: "Referral: <name> to <firm>, your decision. I will not contact the other firm until you confirm."
If the instruction is unclear, ask one short question. Never guess a decision.

## 8. Style

- Short, kind, plain words. Callers are often hurt and shaken. Times in the caller's local time.
- Say what happens next and when. Never invent a fact, a name, a policy, an amount or a time that is not in the input or the files.
- This skill writes and routes. Wiring it to the phone line, the intake CRM, the conflict system and e-signature is a separate build, with an attorney on every gate. Not legal advice: the firm's attorneys confirm every rule for their states.
````

APPENDIX B

The remaining firm files: criteria, engagement, ethics

The three files in the skill folder that are not reproduced as templates in Part 6. The managing attorney approves all three before go-live.

criteria/criteria.md

```
# Case acceptance criteria and score · [Firm name]
Owner: [managing attorney] · Reviewed: [date]

The score sorts the attorney's morning queue. It never decides. The attorney accepts, refers out or declines every case
(gate G1).

## What the firm takes
- Practice areas: [car, truck, rideshare, motorcycle, pedestrian, slip and fall, dog bite]
- States: [Florida]
- Not taken (refer to the attorney for a referral decision): [medical malpractice, workers' compensation, criminal,
family]

## The score (0 to 100)
| Factor | Max | Anchors (add up, cap at the max) |
|---|---|---|
| Liability | [30] | Other party ran a light, rear-ended, or hit a stopped car [15] · police came [6] · a camera or
dashcam [5] · a witness [4] · fault unclear or shared [0] |
| Injury and treatment | [30] | Injury described [8] · treatment started (ambulance, ER, urgent care, doctor) [16] ·
follow-up care or imaging [6] |
| Coverage | [20] | Commercial vehicle, business premises or a named insurer [14] · no sign of low limits or no
insurance [4] · the person's own auto policy known [2] |
| Fit | [10] | Practice area matches [5] · state matches [5] |
| Evidence | [10] | Photos [3] · report number [3] · video or camera [2] · witness contact [2] |

A signal that was not given earns 0 and is marked "(not given)". Show the points for each factor in the memo.

Bands: [75 and above] strong, review first · [50 to 74] review · [below 50] likely decline or refer. A band is a
sorting label, never a decision.

## Flags (always shown at the top of the memo)
- Government vehicle or government property: short notice deadlines may apply. Attorney today.
- Low limits mentioned (for example a $15,000 auto policy), an uninsured party, or a homeowner policy that may exclude
the dog: coverage risk.
- Truck or commercial vehicle (any vehicle with a company name on it or driven for work): preservation letter for
camera, engine and telematics data, attorney to sign.
- Store, gas station or business camera, or a premises case: preservation letter, attorney to sign.
- Catastrophic injury, death or a minor: handed off live (gate G5).
- Out of state or out of practice: attorney decides on referral.

## Example (demo data, Bayline Injury Law)
Ana Ruiz, red-light crash with a pickup owned by a company, police on scene, gas station camera, urgent care the same
night, photos and the police card: liability 26 (15+6+5), injury 24 (8+16), coverage 18 (14+4), fit 10, evidence 8
(3+3+2) = 86 (strong).
J. Patel, fall at a friend's apartment, no treatment, no witness, no photos: liability 0, injury 8, coverage 4, fit 10,
evidence 0 = 22 (likely decline).
```

engagement/engagement.md

```
# Engagement packet · [Firm name]
Owner: [managing attorney] · E-sign: [DocuSign / Vinesign / Clio / Lawmatics] · Reviewed: [date]

Nothing in this file is sent before all of these are true: an attorney accepted the case (gate G1) after speaking with
the person or listening to the full recording; the conflict result is CLEAR or an attorney cleared it; the attorney
approved the agreement version (gate G2). An AI agent that sends an engagement letter on its own can look like the firm
agreed to represent the person (Oregon Formal Opinion 2026-208).

## The packet
1. [Contingency fee agreement, standard version approved by the managing attorney]. Rule 1.5(c): in writing, signed by
the client, stating the percentage at settlement, trial and appeal, the expenses deducted and whether before or after
the fee, and the expenses the client owes win or lose.
2. State-required documents: [Florida: the Statement of Client's Rights the firm uses with contingency agreements]. The
managing attorney confirms the current requirement with the state bar before this file goes live.
3. [Medical records authorization (HIPAA). It must contain the elements in records-letters.md, section 3.]

## Order of signatures
[Attorney signs first, then the client] (Bayline's practice in the demo). The attorney reviews the filled-in agreement
before it leaves.

## Message to the client (text or email, after the attorney approved)
"Hi [first name], it's [Firm name]. [Attorney name] reviewed your case and the firm would like to represent you. Your
```

```
agreement is ready to read and sign here: [link]. Please read it fully. If you have any question about it, reply here
and [attorney name] will call you. There is no rush."

## Questions about the agreement
Any question about a clause, the percentage, costs or "what does this mean": "That's a question for [attorney name],
who will call you [today]." Then put it under NEEDS YOU. The AI never explains, interprets or negotiates the agreement
(ABA Formal Opinion 506).

## Reminders
No signature after [48] hours: one reminder inside [8:00 AM] to [9:00 PM] local time, then NEEDS YOU for the attorney.
The follow-up cadence stops once a lead is accepted.

## When the client has signed
- File the signed copy in [Clio Manage / your case management system].
- Tell Records the signed medical authorization exists.
- Tell Otto, for the morning brief.
```

ethics/ethics.md

```
# Ethics rules the night shift follows · [Firm name]
Owner: [managing attorney] · States: [Florida] · Reviewed: [date]

This is a working summary for the agents, not legal advice. The managing attorney confirms it for the firm's states.

## The one-line rule
The AI may collect facts, schedule, send what an attorney already approved, and follow up with people who contacted the
firm. It may not decide to take the case, explain or negotiate the fee, give legal advice, or reach out first to
someone who never called.

## Never, with the reason
| Never | Why |
|---|---|
| Say or imply that it is a person, a lawyer or an employee | Florida Bar Ethics Op. 24-1 (2024); Rule 7.1; Oregon
Formal Op. 2026-208 |
| Answer "do I have a case", "what is it worth", "how long do I have", "should I talk to the adjuster", "should I sign
this" | Rule 5.5; Pennsylvania/Philadelphia Joint Op. 2024-200 (AI legal advice may assist unauthorized practice);
Florida 24-1 |
| Compute or state a deadline to the caller | Wrong dates in letters have produced paid malpractice claims (ALPS,
2023). The attorney computes deadlines |
| Promise results, quote amounts, compare with past settlements | Rule 7.1 |
| Decide to accept or decline | Lawyer decides (ABA Op. 506; Oregon 2026-208) |
| Send an agreement before the attorney accepted, or explain or negotiate the fee | Rule 1.5(c); ABA Op. 506; Oregon
2026-208 |
| Collect more than the attorney needs to decide | Rule 1.18; ABA Op. 510 |
| Keep talking about the case with someone who already has a lawyer | Florida 24-1 suggests screening for represented
callers |
| Contact anyone who did not contact the firm first (calls, AI voice, texts, emails, DMs, letters) | Rule 7.3; ABA Op.
501; FCC 24-17 (AI voices need prior express consent); state rules below |
| Handle a death, a brain injury, a hospital call or a minor alone | Oregon 2026-208 on Rule 7.3(a): a person may
notice an impaired state that a bot misses |
| Send letters to insurers or businesses without an attorney's signature | Letters set the case's posture (gate G9) |
| Use client data to train a model, or use a tool the firm has not approved | Rules 1.6, 5.3; ABA Op. 512 |

## Solicitation rules by state (written and live contact with accident victims)
- Model Rule 7.3(b): no live person-to-person solicitation for money (in person, live phone, real-time video or audio).
- Florida Rule 4-7.18: no in-person or telephone solicitation, ever; written PI or wrongful-death communications only
more than 30 days after the incident, and filed with the Bar.
- Texas Penal Code 38.12: in-person or phone solicitation is a felony; written PI solicitation before the 31st day is a
crime. Civil penalty up to $50,000 (actions filed on or after Sept 1, 2025).
- Pennsylvania: texts count as live solicitation since Nov 14, 2024.
- New York: the 30-day blackout ended June 1, 2026; live solicitation is still banned.
- Air carrier accidents: no unsolicited contact before the 45th day (49 U.S.C. 1136(g)(2)).
Firm states: [add each state where the firm advertises].

## Recording and texting
- Announce recording on every call. All-party consent states commonly listed: CA, DE, FL, IL, MD, MA, MT, NV, NH, PA,
WA.
- AI voice calls out need prior express consent (FCC 24-17). The night shift makes no outbound AI calls to prospects.
- Later texts only between 8 AM and 9 PM local time. STOP always works.
```

APPENDIX C

Glossary

Adverse party	The person or company on the other side: the other driver, the vehicle owner, the store, the dog owner.
Conflict check	A search of the firm's clients, former clients, adverse parties and prospects for anyone connected to a new matter (Rules 1.7, 1.9, 1.10, 1.18).
Contingency fee	A fee paid as a percentage of what the client recovers, and only if they recover. Rule 1.5(c) requires a writing signed by the client.
Decline (non-engagement) letter	The letter telling a prospect the firm will not represent them. The attorney signs it; the AI draft never states a deadline.
ECM, telematics	A truck's engine control module and fleet tracking data. Can be overwritten when the truck is driven again.
HIPAA authorization	The signed form that lets a provider release medical records to the firm (45 CFR 164.508).
Human gate	A step where a named person decides before the system acts. This guide has ten (G1 to G10).
Intake memo	The one-page summary the attorney reads to decide: facts, flags, score, conflicts, source, questions.
Lead source	The ad, tracked number, referrer or page that produced the lead. The first column of the money table.
Letter of representation	The letter telling an insurer the firm represents the client and asking that all contact go through the firm.
MCP (connector)	The Model Context Protocol: a standard way for Claude to read and write in other software.
PIP, MedPay, UM/UIM	Coverage under the client's own auto policy: personal injury protection, medical payments, uninsured or underinsured motorist.
Preservation (spoliation) letter	A letter asking a business or carrier to keep evidence such as video or vehicle data, so it is not overwritten or destroyed.
Prospective client	Someone who consults the firm about possibly hiring it (Rule 1.18). Owed confidentiality even if never hired.
Skill	A folder with a SKILL.md file that teaches Claude a procedure. This pack ships one.
Solicitation	Contacting a specific person who did not reach out, to get them as a client. Live and phone solicitation is barred (Rule 7.3); states add more.
Statute of limitations	The deadline to file a claim. The attorney computes it; the AI only records the facts it depends on.
TCPA, FTSA, CASL	The federal Telephone Consumer Protection Act, the Florida Telephone Solicitation Act, and Canada's Anti-Spam Legislation: the rules on calls and texts.

APPENDIX D

Sources

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