

9 seconds. That's how fast you can respond to a new plaintiff.

The industry average is 4.6 hours.

The firm that responds first signs 73% of PI cases.

Personal injury is a speed game. Most firms lose it.

1

The slowest response loses the case

Accident victims submit forms to multiple firms at once. Whoever calls first wins. That's not strategy — it's reality.

2

Case qualification wastes attorney time

Staff spend hours screening calls that don't go anywhere. High-value cases get buried in the noise.

3

No follow-up after the consult

Plaintiffs who need to think about it disappear. Without a structured follow-up, you lose cases that were already close.

Key insight

Industry average response time to a new PI lead

4.6h

THE SOLUTION

9-second response. AI case review. Zero staff effort.

When a plaintiff submits your intake form at 11:47 PM Saturday, the system responds in 9 seconds, qualifies the case against your criteria, and delivers a structured case summary to your attorneys. You wake up knowing exactly what came in and which ones to call first.

What this means for you

9-second response — any hour, any day

AI case review — value, liability, and injury type flagged

Plaintiff follow-up sequences — converts cases that didn't sign

Referral network automation — send and receive cases seamlessly

[See a live demo built for your practice →](#)

4 things running on autopilot from day one

01 Instant Plaintiff Response

New form submission = 9-second text acknowledgment. The plaintiff knows you saw them before your competitor even gets the notification.

02 AI Case Review

Injury type, liability summary, and case value assessment delivered to your team from the plaintiff's own intake submission.

03 Plaintiff Follow-Up

Didn't sign? Day 2, Day 5, and Day 10 automated sequences keep the conversation warm until they decide.

04 Referral Management

Cases outside your practice area auto-routed to referral partners. Incoming referrals tracked and acknowledged instantly.

THE NUMBERS

Results you can point to.

9s

Time to first response

73%

Win rate when you respond
first

4.6h

Avg competitor response time

0

Staff calls to handle initial
intake

Every number above comes from real implementations. We build around your workflow and track what changes.

Benchmarks from client implementations and industry data. Results vary.

WHAT YOU GET

Built for Kellerman. Customized to how you work.

24/7 automated plaintiff intake response

Referral routing and tracking automation

AI case review summary (injury, liability, value)

Custom intake form matched to your case criteria

Plaintiff follow-up sequence — 3 touchpoints

All built around your practice's intake workflow

All of this is customizable — colors, features, messaging, and workflow. We build around your business.

READY TO SEE THIS LIVE?

Book a 15-minute call. We'll show you a live demo built for your practice.

calendly.com/illicore/15-min-huddle

- Live demo built with your practice name and branding
- Everything customizable — colors, features, and messaging
- You make more money. You spend your time running your business, not in it.