



Proven CX Business Impact

This CX case study was selected in September 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: GGRM Law Firm—Building Trust and Growing Business

Company Overview

GGRM Law Firm is a Nevada-based workers' compensation and personal injury law firm, serving clients since 1970. The firm has grown from a single Las Vegas office with 35 employees to more than 120 employees across five locations statewide, generating over \$20M in annual revenue from more than 2,600 active cases.

Business Challenge

As the firm expanded, a decline in communication quality—long a cornerstone of its success—began undermining client trust. Clients navigating multi-year, emotionally complex cases reported inconsistent updates and unmet expectations. Escalations rose, with some complaints reaching managing partners, consuming leadership time and affecting morale. Given GGRM's reliance on referrals for growth, inconsistent communication posed both a reputational and business risk.

To learn more, and to submit your CX business impact case study, visit <https://cxpaglobal.org/cx-value/case-studies>

CX Initiative: Launch of a Dedicated CX Team

In October 2023, GGRM launched a Client Experience (CX) Team tasked with restoring consistent, empathetic, and proactive communication throughout the client journey. Key actions included:

- **Welcome Calls & Expectation Setting:** Initial 1:1 client calls explaining timelines and the CX team's role.
- **Proactive Communication:** Defined case check-in points and real-time updates at high-emotion milestones (e.g., hearings, surgery approvals, disbursements).
- **Rapid Complaint Resolution:** Triage protocols to resolve escalations within 24–48 hours.
- **Accessibility:** Direct client access to CX specialists, avoiding voicemail loops.
- **Measurement & Feedback:** Journey-based surveys capturing NPS and CSAT, plus review outreach.
- **Culture Shift:** Training programs (e.g., empathy communication workshops) to embed client-centricity across departments

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- **Operational Efficiency:** Client escalations dropped by **83%**, saving hundreds of hours annually. Estimated labor value recovered: **\$91,000+ year-to-date (July 2025)**.
- **Complaint Resolution:** Resolution time decreased from **7 days to under 48 hours** on average.
- **Employee Productivity:** Intake and paralegal teams saw a **22% reduction in repeat client questions**, freeing capacity for higher-value legal work.
- **Revenue Growth:** Referrals rose from **54% → 68% of new client acquisitions**, with clear links to CX-driven touches.
- **Reputation:** Google Reviews increased by **37% in six months**, with **95% of 5-star reviews** highlighting communication quality, not just case outcomes.
- **Marketing Efficiency:** Reduced passive marketing spend by **30%**, while increasing referrals and return clients

Core Business KPIs Impacted

- Client Escalations
- Complaint Resolution Time

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- Employee Efficiency
- Referral Rate & Word-of-Mouth Growth
- Marketing Cost-to-Acquisition Efficiency