

**Case Study:**

**Alexander Bachuwa**

**Consumer Protection Attorney**

For a one-person law firm like Bachuwa Law, efficiency is everything. There are only so many hours in the day for founder Alexander Bachuwa to manage the variety of consumer protection arbitrations in his caseload. At a larger firm, he would have a team of other lawyers and paralegals to help him in interviewing new clients, managing the firm's marketing and outreach efforts, and handling the day-to-day work of negotiations and arbitration hearings. Instead, he does it all himself.

"People often ask me why I don't hire a paralegal," Bachuwa says. "Why would I need one? Leverage is my paralegal."

As one of Leverage's earliest users, Bachuwa has had years to develop a highly customized automated process for his practice, allowing him to service a volume of clients that rivals many mid-sized law firms. He credits much of his success to the Leverage platform's flexibility and automation-driven workflows.

"Leverage makes it all possible for me, because everything is automated," he says. "Anything that you want to do can be automated as a workflow, built out for you, quickly and at a reasonable cost. You don't need a big team. It's more about the creativity of the lawyer." Before Leverage, he says, it wasn't always this easy.

# Challenge

"I used to be able to do 10, maybe 15, calls a week to get new clients," Bachuwa recalls. "I used to have to spend hours chasing people down, and then I'd still have to spend 45 minutes on the phone with them to see if I could help out. That's a lot of time spent talking to people about doing something about being overcharged on their cell phone bill."

As Bachuwa explains, this inefficiency is one of the biggest reasons that most lawyers won't take consumer arbitration cases. It's not that there is a shortage of viable clients and cases out there — far from it — but rather that there is little financial incentive in individual cases, and few tools available to manage these cases at scale.

"Most lawyers don't think there's any money in consumer arbitration, and so they see it as a big hassle," he says. "That's why I've never really been worried about competition from larger firms. They hate taking on consumer arbitration cases."

It's not hard to understand why. Bachuwa's business model relies on building a high volume of individual cases against individual companies, sometimes identifying entire groups of customers that have been harmed. While many of these cases would once have been organized as class action suits, companies have shifted their legal strategies in recent years to include arbitration clauses in their user agreements designed specifically to prevent class actions. This forces clients to seek out individual arbitrations, making it much more difficult and costly to organize groups of plaintiffs.

Or it used to, at least. Bachuwa's work is more focused on individuals than a traditional mass action. He may represent dozens — or even hundreds — of people who have the same basic complaint against a company, but he's not aiming to combine them into a single case. And arbitration clauses don't generally allow that. His goal is to use the threat of those numerous individual arbitrations — which can be quite expensive for the company — as a tool for negotiating the best settlements he can for his individual clients. While this approach can be quite effective, the logistical costs involved can be prohibitive for small firms.

"The old school way of doing these kinds of arbitrations required a lot of people," Bachuwa says. "You had to find a digital marketer to set up campaigns to find potential clients, and there aren't many of those who also understand marketing for law firms. You also had to find a web developer to build a landing page for lead generation. Once you start getting leads from your inquiry page, you have to screen them to find ones who have viable claims. That means spending a lot of time talking to people on the phone."

This labor-intensive workflow made it almost impossible for a one-person operation to generate the scale of clients needed to negotiate effectively with big companies.

Leverage provided Bachuwa with a new set of tools, allowing his small practice to get big results.

# Solution

As one of Leverage's earliest users, Bachuwa has been able to watch the platform transform from a necessary tool for managing mass actions and arbitration swarms into the desperately needed, fully automatable, client CRM, communication platform, and client intake solution for any consumer firm needs today. One of the most powerful features of the platform for him is its ability to automate the many repetitive, tedious, and time-consuming tasks that come with running a legal practice, especially following-up with clients and prospects to get needed information, approvals, signatures, documents, etc.

Leverage's intake features also provide serious marketing support. "I used to hate doing all those tasks manually," he says. "Leverage allows me to have a workflow where everything is automated and easy to do. When I discover a company that has a bunch of angry customers, I can quickly set up a landing page to generate leads. I know how to run Google ads, and I know how to do everything I need to on Leverage. I could have an entire arbitration intake workflow configured within an hour."

Leverage's Smart Intake™ system has allowed Bachuwa to almost automate his intake process entirely. The system uses a fully customizable, branching questionnaire (conditional subquestion) approach that sorts and screens potential clients automatically. Bachuwa can create unique Smart Intake™ processes for every landing page — and even multiple questionnaires per company — allowing him to precisely target his efforts. Prospects who make it through the screening process and qualify as clients are able to sign letters of representation and pay fees immediately.

The best part for Bachuwa? Once he's set everything up, it all happens without any involvement from him.

"I've had so many clients using Leverage, and I've never met any of them," he says. "I've met a few of them when things actually go into arbitration, but that's rare. I used to be limited by the number of people I could talk to in a week, but now I can take on an unlimited number of clients without talking to anyone. It's the best thing ever, especially because the clients are happy too"

Bachuwa uses Leverage for almost all of his daily operations. When he needs to communicate with a specific set of clients, he simply runs a query to find them. Leverage's built-in email and messaging automation tools allow him to easily keep his clients updated as their arbitrations move forward. When he needs important documents from clients, they can instantly submit them online using the Leverage portal.

Leverage even automatically creates the essential paperwork, auto-creating the client's fully customized Notice of Dispute forms with the client's data and presenting it for the client's signature if desired. These individual workflow automations free up Bachuwa to focus on getting the best possible results for his clients.

# Results

"Quite frankly, I don't think these huge companies care about how many of their customers are upset with them," Bachuwa says. "They see people like me as a nuisance, and they don't even get how I'm able to find this many clients. That was true before Leverage, and it hasn't changed. What has changed is that Leverage gives me the ability to screen and service a virtually unlimited number. It allows me to show them that this isn't frivolous. If we can settle, great. If we can't, we're ready to go to arbitration."

For Bachuwa, Leverage's value to his practice is obvious — around 14% prospects make it through the screening process to become clients — he doesn't spend any time talking to the 86% who don't qualify, or won't take the time to answer a few key screening questions. And when it comes to getting the work done, Bachuwa says that he simply wouldn't be able to operate at his current, one-person scale without it.

**This dramatic improvement to the efficiency of his business also came without any significant increase in costs. Instead, using Leverage has allowed Bachuwa to significantly increase his bottom line.**

"My capacity to take on clients is basically unlimited," he says. "And because everything is automated, the amount of time I need to spend on any individual case is close to zero. Intake, fee agreements, email, dispute drafting ... all that stuff is automated. From the perspective of the companies I'm negotiating with, it looks like I'm running a full legal operation. As far as overhead costs, however, there aren't any."

[sales@leverage.law](mailto:sales@leverage.law)

[www.leverage.law](http://www.leverage.law)