

GROWING YOUR FIRM

THE VALUE OF PERSONAL CONNECTIONS

DSBA SEMINAR VIA ZOOM

SPONSORED BY RUBY RECEPTIONISTS, INC.

THURSDAY, APRIL 27, 2023 | 12:00 P.M. – 1:00 P.M.

1.0 Hour CLE credit in Enhanced Ethics for Delaware Attorneys
(No PA credit offered for this seminar)



ABOUT THE PROGRAM

This webinar looks at the client experience and how to grow your firm by improving client communication. We will cover what people expect when they call a firm, how firms are at risk of losing business by using automation and recordings instead of live answering, we'll look at the data to see when people are calling, how to turn leads into clients with personalization, and how by Ruby uniquely qualified to solve those problems.

Speaker

Sarah Allen
Ruby Receptionists, Inc.

Sarah Allen is the Partner Account Manager at Ruby, the US-based live virtual receptionist and chat specialist company that creates meaningful human connections to help small businesses grow. Ruby delivers personalized client service to help lawyers book new clients and strengthen existing client relationships. Sarah works with 40 Bar Associations, and other legal organizations & thought leaders, to help law firms grow their practices.

Sarah is a partnership professional, focusing on Referral and Affiliate Partnerships and partner marketing programs. As an experienced partnerships leader, Sarah is passionate about building valuable business friendships and relationships to create new growth opportunities and strengthen the business while improving the customer experience.

Visit <https://www.dsba.org/event/growing-your-firm-the-value-of-personal-connections/>
for all the DSBA CLE seminar policies.

Speaker

Sarah Allen
Ruby Receptionists, Inc.

Sarah Allen

Sarah Allen is the Partner Account Manager at Ruby, the US-based live virtual receptionist and chat specialist company that creates meaningful human connections to help small businesses grow. Ruby delivers personalized client service to help lawyers book new clients and strengthen existing client relationships. Sarah works with 40 Bar Associations, and other legal organizations & thought leaders, to help law firms grow their practices.

Sarah is a partnership professional, focusing on Referral and Affiliate Partnerships and partner marketing programs. As an experienced partnerships leader, Sarah is passionate about building valuable business friendships and relationships to create new growth opportunities and strengthen the business while improving the customer experience.