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**LawInfo Partners with FreedomVOICE Systems to Offer
LawInfo Service Plus, Toll Free Follow Me
Communication Service**

SAN MARCOS, Calif. & ENCINITAS, Calif. – LawInfo recently partnered with FreedomVOICE Systems to offer LawInfo’s Service Plus toll-free follow me communication service, as a part of the LawInfo Client Generation and Tracking System. FreedomVOICE Systems gives LawInfo and LawInfo’s customers the ability to track every single potential client contact coming from their LawInfo profile by assigning a unique toll-free call capture number to each LawInfo customer.

Established in 1994, LawInfo is recognized nationwide as a leader within the legal community, providing public access to pre-qualified, pre-screened attorneys, and to free legal resources. LawInfo has helped thousands of attorneys and law firms grow and increase their client-base by driving potential clients to their firms.

Cara Mae Harrison, LawInfo’s VP of Business Development, explained, “LawInfo drives potential clients to attorneys and law firms through strategic Internet marketing and then tracks those potential clients through an online request form or through the FreedomVOICE toll-free number provided by LawInfo to its attorney clients. Approximately 40% of individuals looking for attorneys online pick up the phone and call the attorneys immediately. Before partnering with FreedomVOICE Systems, we had no way of tracking the phone call leads back to our attorney clients. Now, not only can we monitor our results and progress for our attorney clients, we can also provide them with 24/7 access to those results to help better convert those phone calls into actual paying clients.

Eric Thomas, CEO and founder of FreedomVOICE, commented, “When I was approached by LawInfo with their circumstance, I was happy knowing we would be able to provide a custom solution that would provide a drastic

difference in their tracking abilities, thus giving their attorneys more confidence in the amount of leads being provided by LawInfo. We provide voicemail solutions to tens of thousands of businesses, and of those, there aren't many that fit a standard cookie cutter mold. Fortunately, FreedomVOICE developed proprietary software, and as a result, is one of the few companies in the field with flexible technology allowing our responsive client services and programming teams to quickly customize a solution for any business's specific needs."

Cara Mae Harrison, LawInfo, goes on to say, "Not only have our attorneys benefited from the tracking capabilities, they have also benefited significantly from the call capture feature. When a potential customer calls an attorney's FreedomVOICE toll-free number, the customer's phone number is captured 100% of the time. If an attorney misses a call or perhaps the caller didn't leave a message, the lead is not lost! The attorney can access their call reports and call their hang ups right back."

Cara Mae Harrison said the LawInfo attorney clients have been pleased with this feature and have reported positive response from prospects on their immediate returned phone call, in some cases so impressed the prospect ended up becoming a client.

Cara Mae Harrison wrapped up by saying, "By partnering with FreedomVOICE Systems, LawInfo has been able to provide a full service product that includes not only marketing an attorney's services, but also tracking the results of our marketing to give our attorneys the piece of mind that the LawInfo marketing is a strong source for qualified leads. These two pieces combined have allowed us to offer a product that no one else is offering."

About FreedomVOICE

Founded in 1996, FreedomVOICE Systems (FVS) develops and markets affordable, feature-rich voice messaging systems that enable businesses and professional offices of any size to communicate more effectively with their customers, clients, patients, and associates. FVS developed its own software, and as a result, is one of the few companies in the field with flexible technology architecture, enabling its responsive engineering team to quickly customize a voice messaging system to any customer's specific needs. The company offers everything from simple 800 toll-free services to more advanced communications, such as Unified Messaging, Interactive Voice Response, and fax services.

To learn more about the solutions offered by FreedomVOICE Systems, please visit our websites.

www.freedomvoice.com
www.faxfreedom.com
www.adtrakker.net

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