



Get 20% More Positive Google Reviews

Presented by:

Manny Griffiths, CEO



Two reason for having your ideal GMB:

1. Not meeting client expectations.
2. Process for asking for reviews is BROKEN.

Not Meeting Expectations





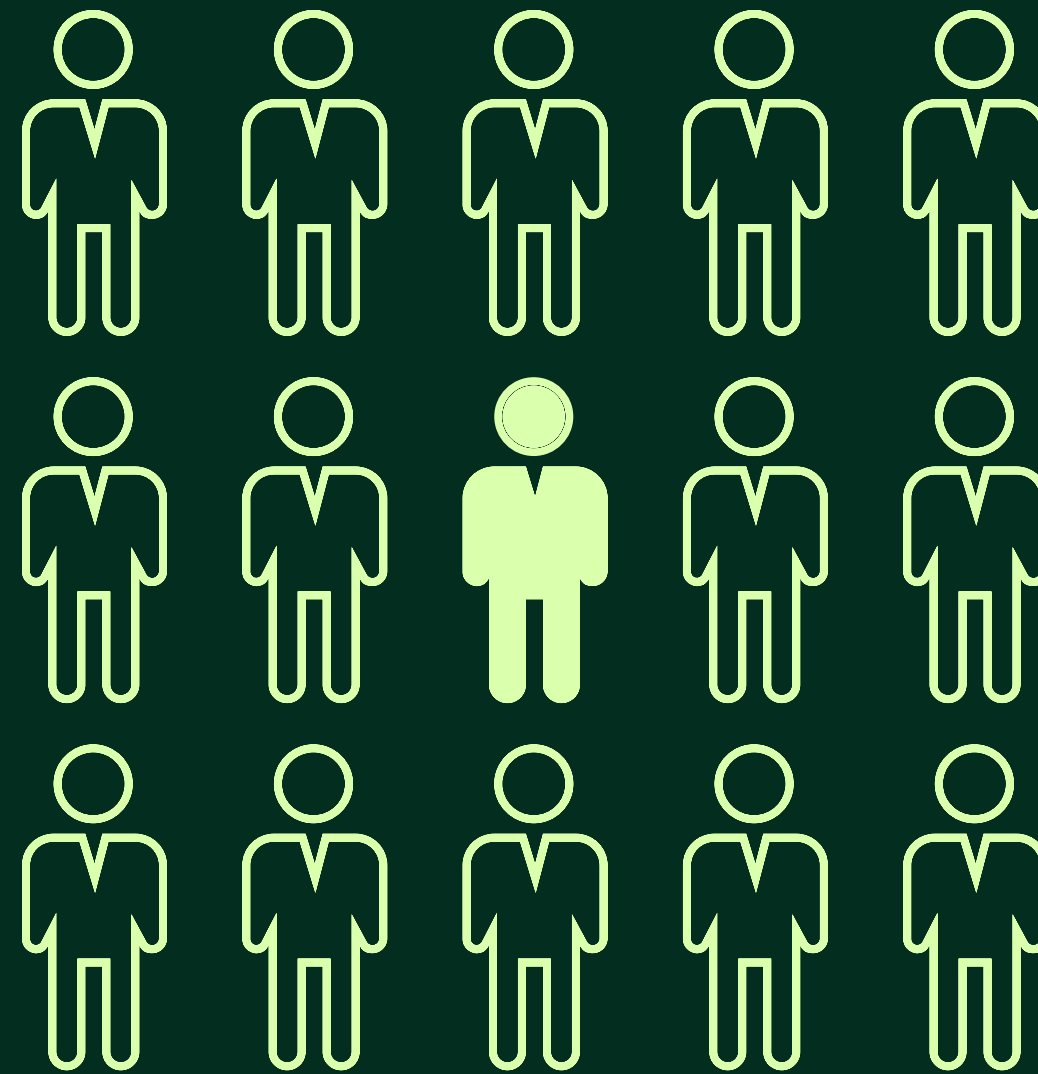
**Unmet
Expectations**



Inaction



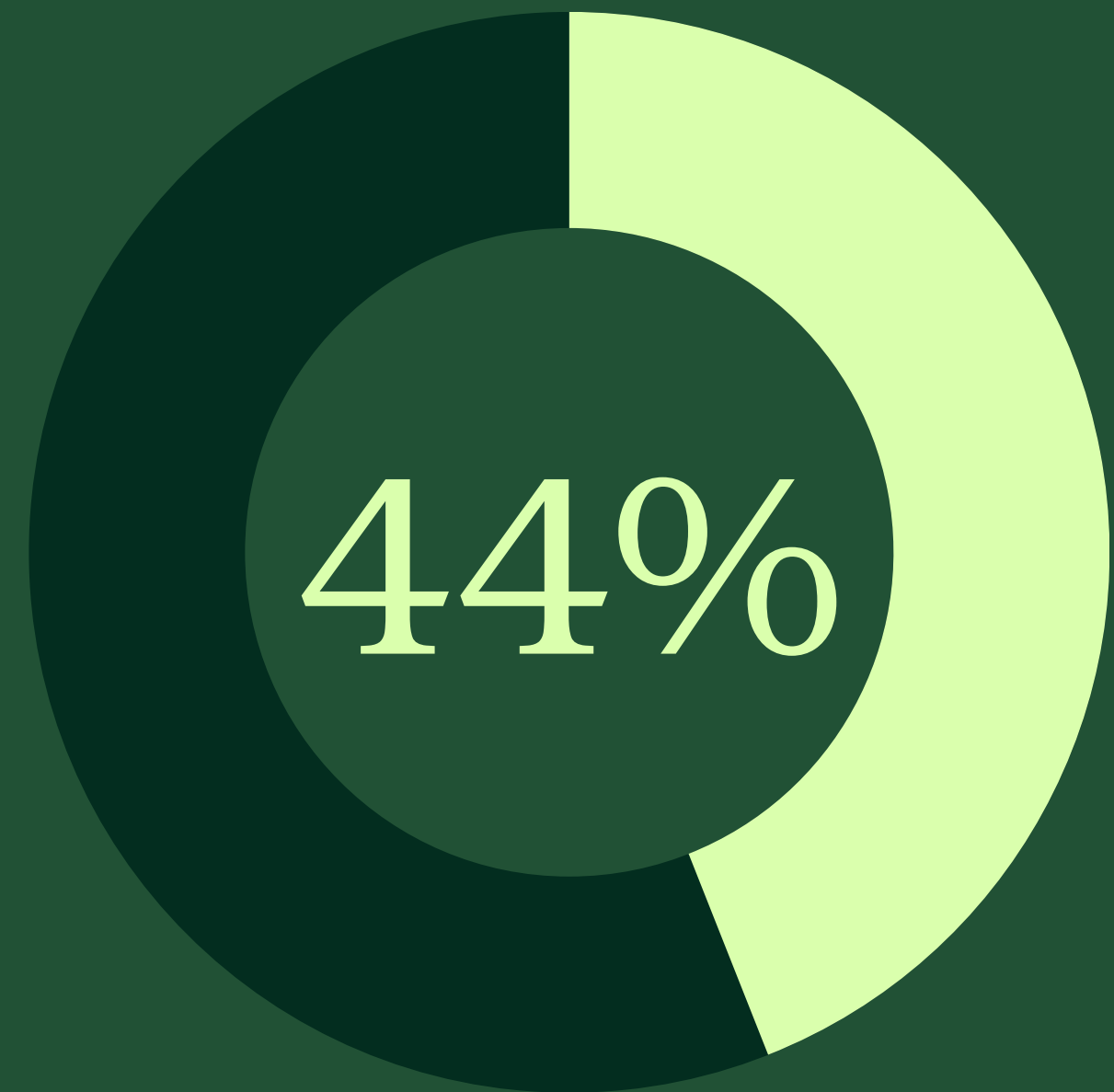
**Leave
Negative
Review**



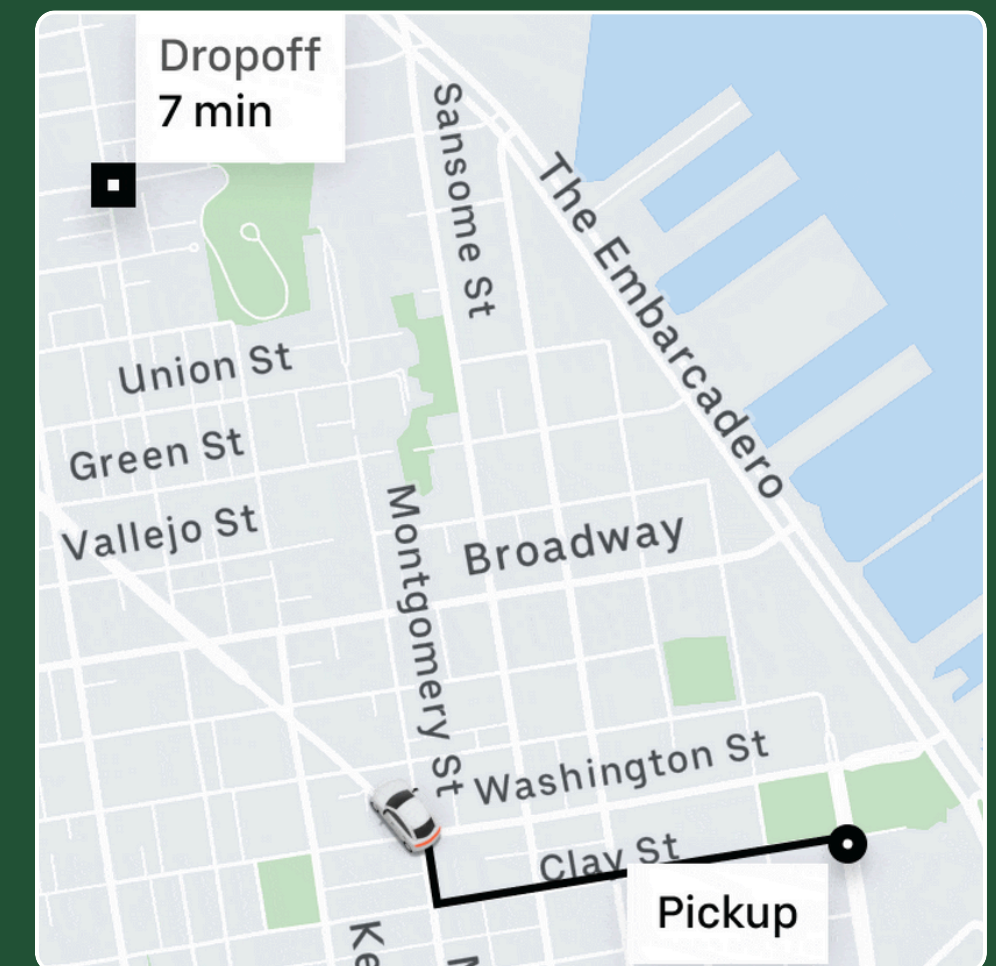
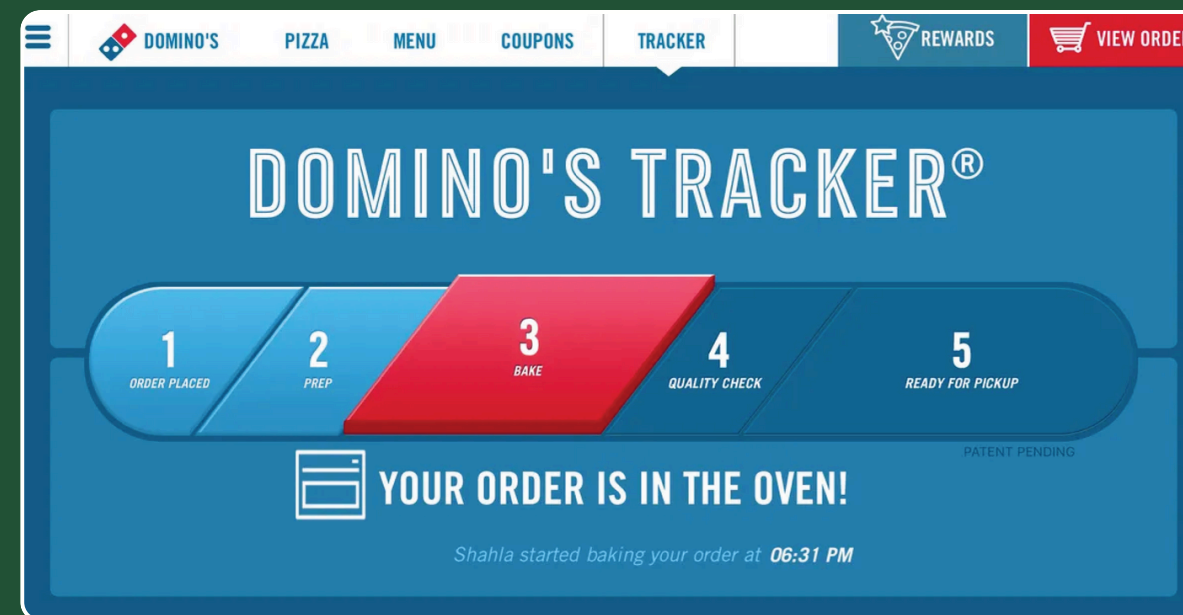
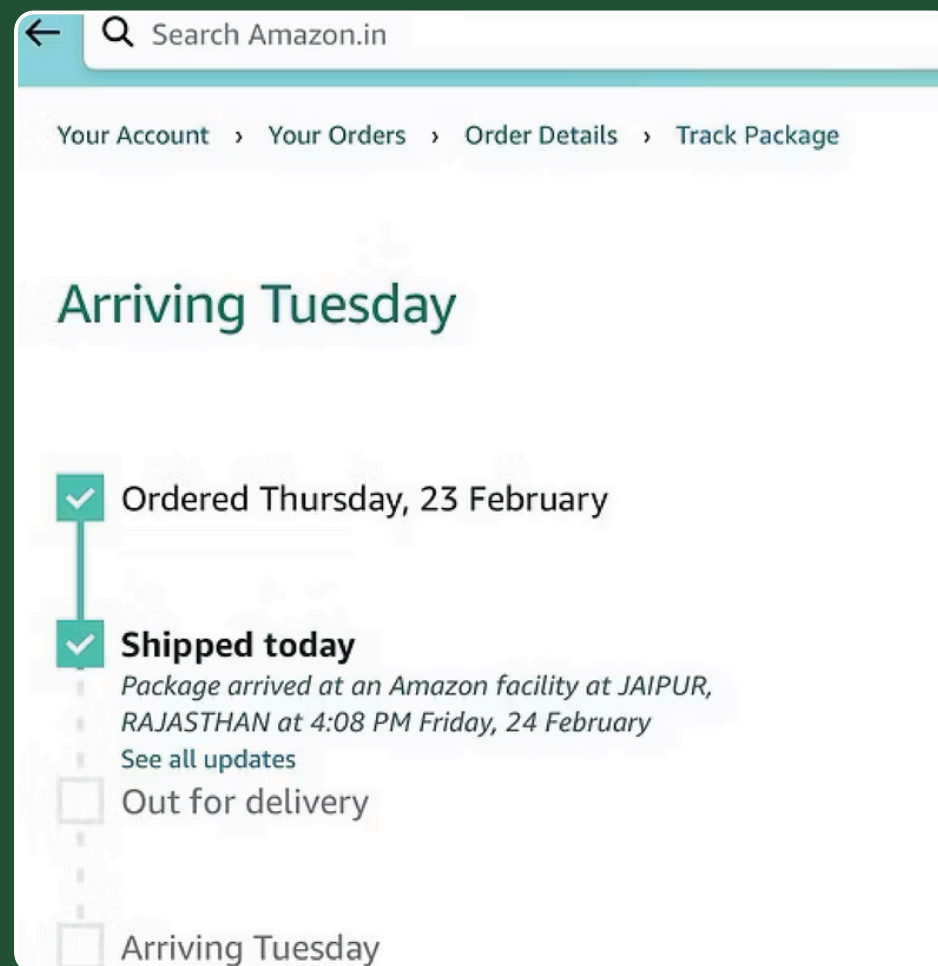
Only 4% of unhappy customers will complain directly to a company; meaning roughly 96% of dissatisfied customers remain silent and may simply leave without saying anything.



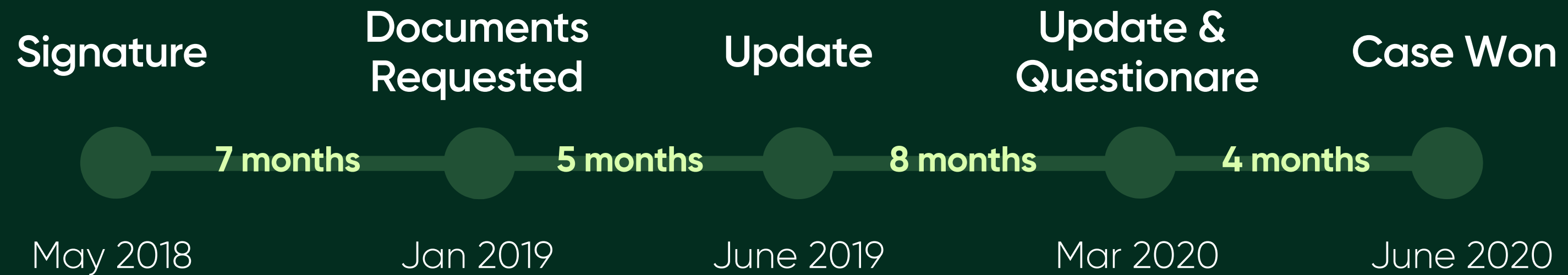
Nearly half of negative Google reviews are due to lack of communication.



Customers Expect More



Case Timeline From Customer Point of View



"How long is this going to take?"

"What is the next step in the process?"

"Was I supposed to send something back to them?"

"Did I choose the right lawyer?"

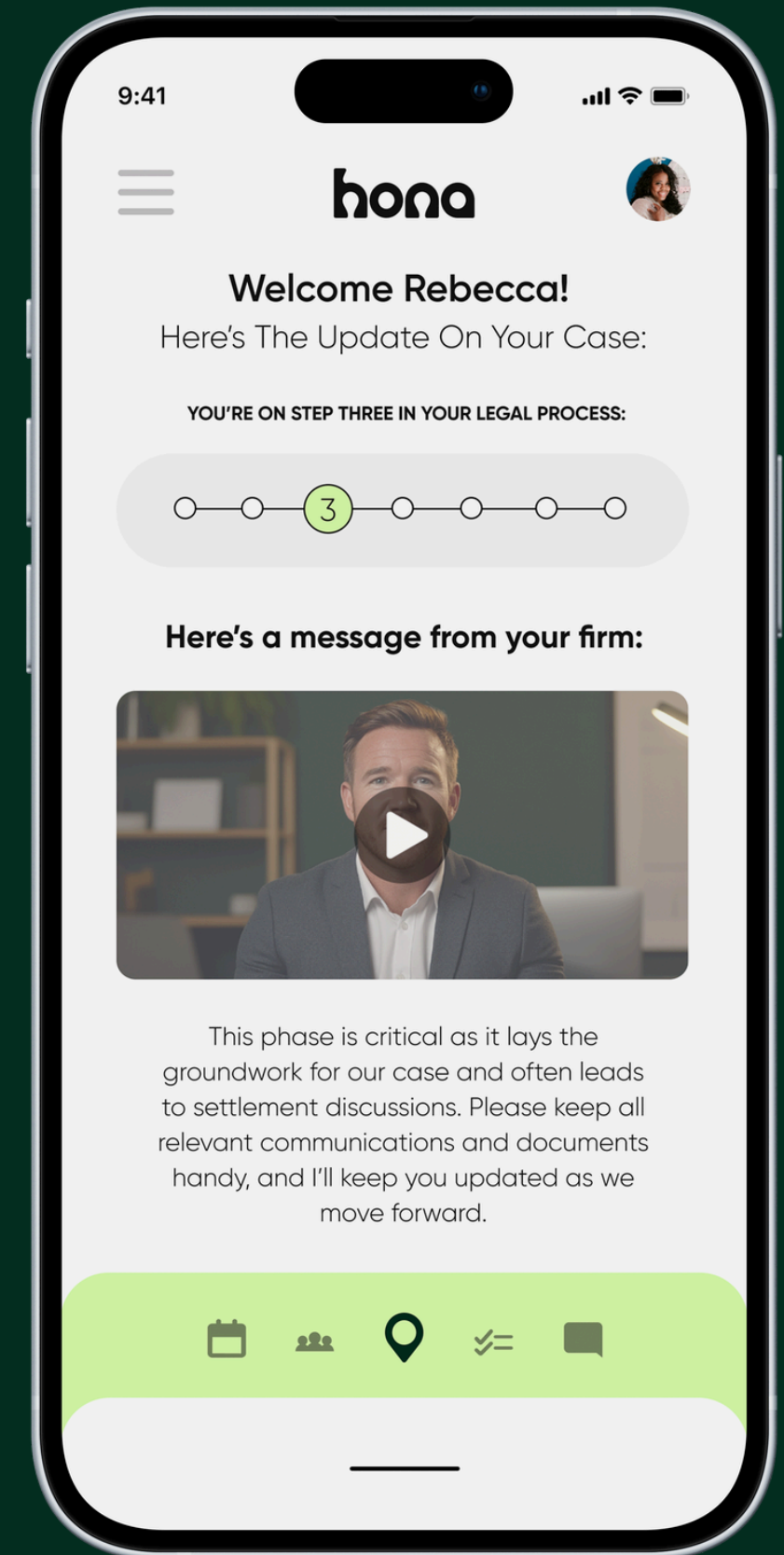


Legal Case Tracking

The “pizza tracker” for your legal case.

Our platform boosts trust between firms and clients by offering a clear, step-by-step case tracking system.

Proactively educating, and updating clients on each phase.



Seamless Integration

Hona seamlessly integrates with your case management tools.
Now when you update your CMS, you update the client.



8/10

clients are MORE likely to send referrals.

7.4

hours a week SAVED on low-value
emails and call interruptions.

Process for Asking for Reviews



Collecting Google Reviews is Broken

What your firm does today:

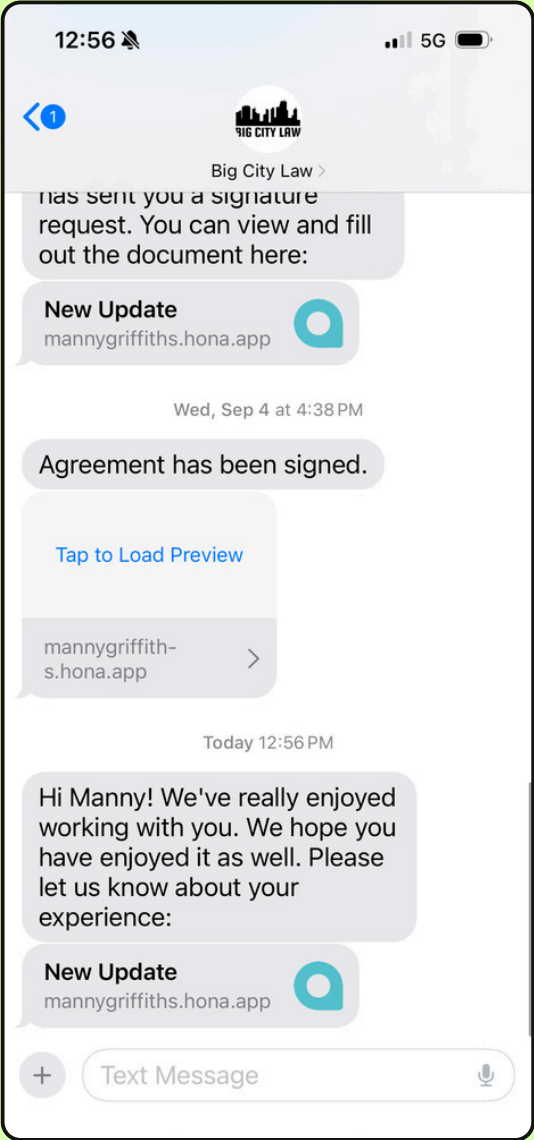
- Task employees to ask for reviews
- Bonus them on collection

The Problem with this:

- You only get ~50% of your review collection on the first request.

How Hona Helps You Collect Reviews

Automatically sends requests at certain stages.
Automatically follows up until they review.



Project Type:

Phase:

Delay: Days

Location:

Remind Times

Remind Every: Days

Filter by Contact Roles

Contact Roles

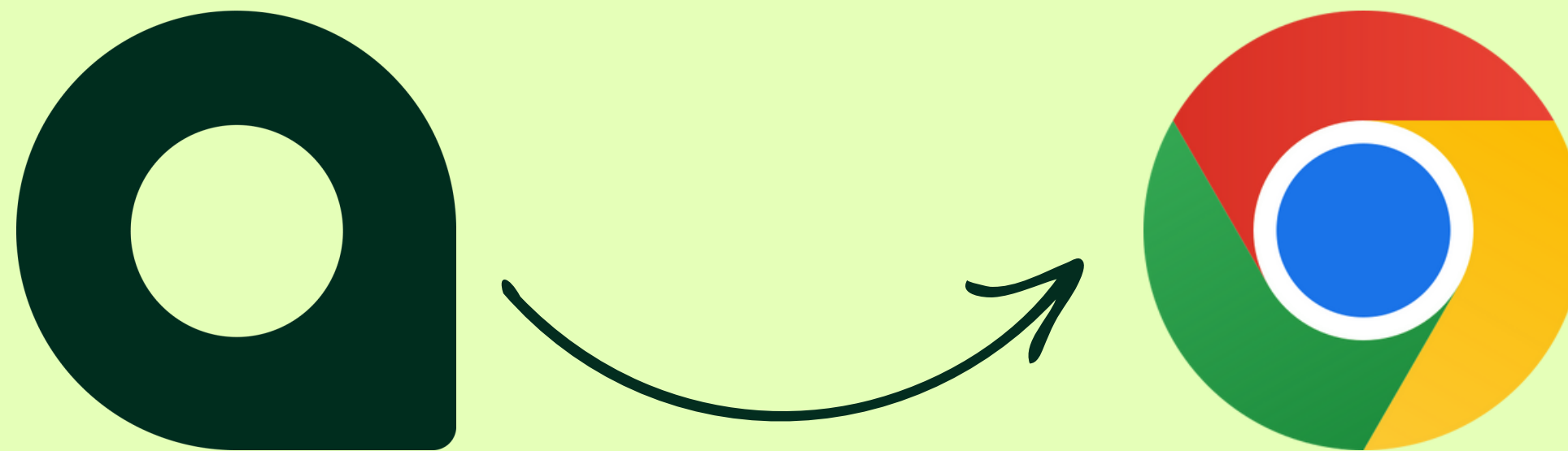
Auto review requests will only be sent to contacts with the selected contact roles. By default, the 'Main Contact' role is selected.

Notification Text:

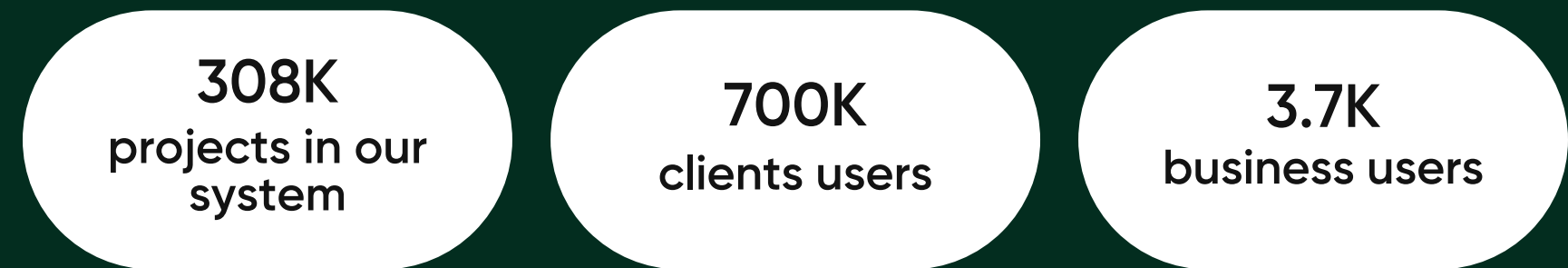
We were so happy to assist you with your legal matter! Would you mind helping us out by leaving us a Google Review? Please click this link to leave a review:

Chrome Extension

So you don't have to leave your CMS.



Statistics



Over 700,000 clients of law firms have used Hona to stay informed on their case.

You can see up to a 20% increase in 5-star Google reviews within the first month of using Hona.

hono

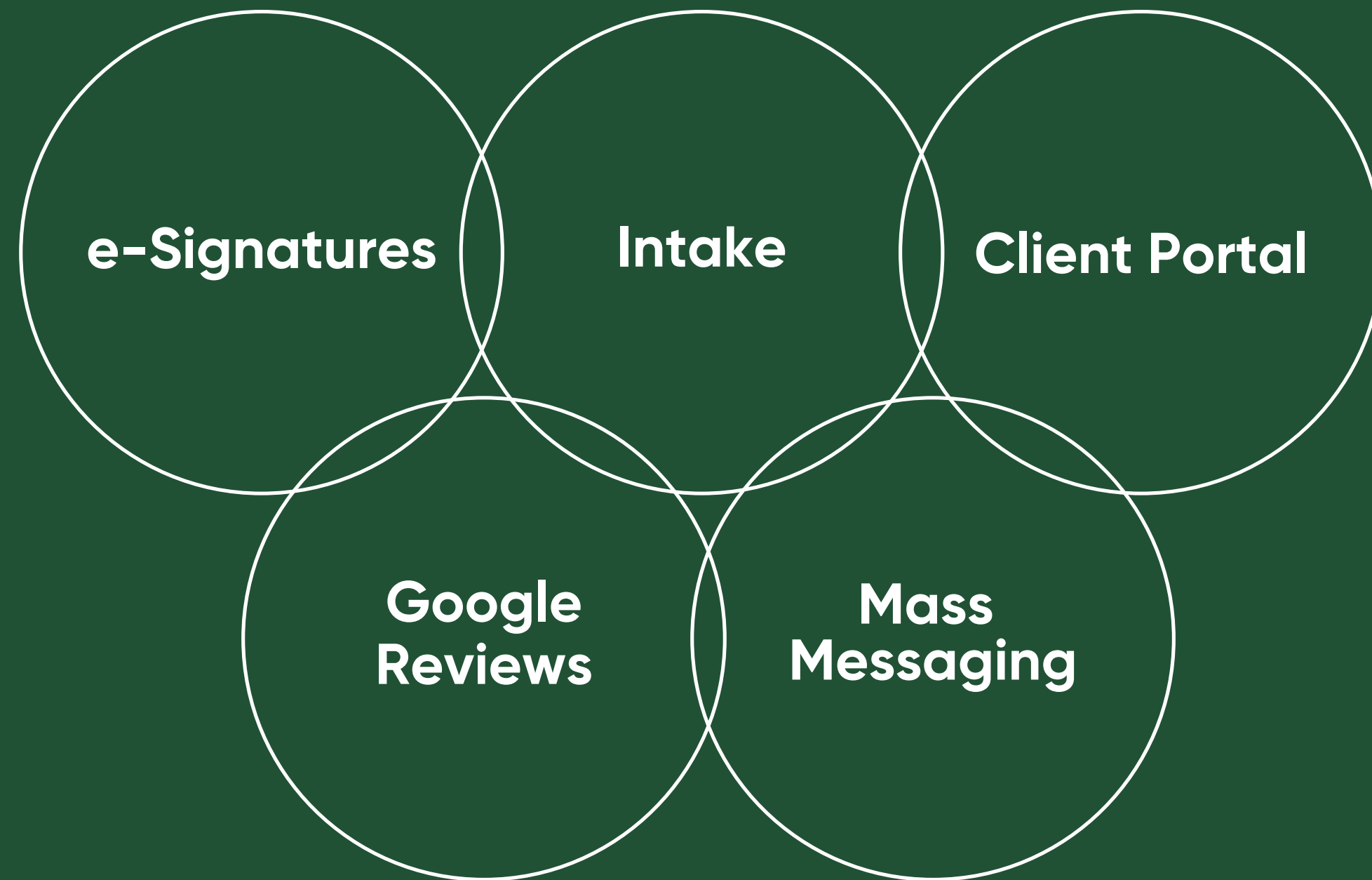
Them

- ✓ Client Updates
- ✓ Branded Portal
- ✓ CMS Integration
- ✓ Forms
- ✓ Mass Messaging
- ✓ e-Signatures
- ✓ Google Reviews

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All In One

Own the client journey, own your time.





Case Study: Rob Levine & Associates:

Hona has a “sleek integration” that assists with “better client communication.”

Kim Dube

COO at Rob Levine & Associates

Schedule a
Call Today!

