



Provide applicant onboarding, backlog reactivation, and appointment setting services for a global immigration practice

Industry: Legal Services

Client: Immigration firm based in Los Angeles, specializing in citizenship and visa progression for U.S. applicants

Case Study



The Client

The client is a global immigration firm with a dedicated U.S.-based practice. They possess a roster of applicants who already signed up with the firm and expressed interest in immigration services, some as far back as June, but were left stalled in the process. The firm required a partner to manage these existing relationships and ensure every applicant that opted in received professional follow-up.



The Challenges

The client sought to support their sales force, which focused primarily on applicants ready for immediate retention. This prioritization created a need for a partner to nurture the remaining applicants, specifically those requiring more guidance or reassurance, to ensure every individual was treated equally, regardless of their readiness to commit.

- The prior approach led to a buildup of applicants who had opted in but have not been processed.
- The firm needed a dedicated, U.S.-based voice to reassure applicants they were dealing with the Los Angeles headquarters.
- The firm needed to move away from lead generation to a professional onboarding experience that prioritized trust and case progression.



The Solution

AnswerNet implemented a contact management strategy focused on onboarding and case progression:

- Our team works through focused lists of 500 contacts over a 4–6 week timeline to ensure thorough coverage. This approach allows us to call every individual until reached, resolving the current queue and preventing future backlogs from forming.
- Agents position the call as, "Your onboarding process has started," providing the U.S.-based contact experience applicants expect.
- The primary focus is re-engaging stalled applicants, completing qualifying questionnaires, and scheduling appointments with immigration specialists.



The Outcome

The partnership ensures every applicant in the backlog receives equal follow-up and a clear opportunity to move forward with immigration-related processes. By converting stalled inquiries into scheduled meetings for the firm's specialists, the program restores consistency and clears the pipeline while delivering professional, U.S.-based support.

The structured outreach achieved a 50% contact-to-conversion rate, driving measurable applicant progression and improved pipeline visibility.

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