

Family Law Partners - *triple digit growth powered by Nova Engage*



Family Law Partners is a leading family law firm in England and Wales, recognised in The Times Top Law Firms for its innovative approach and commitment to client services. For over a decade, the firm has partnered with Nova Engage to revolutionise client engagement, streamline operations and drive commercial success. In that time **the firm has seen growth of 665%, with more than 95% of prospects using Nova Engage** going on to be paying clients.

The challenge

- Client onboarding and data collection were manual and time-consuming.
- Offering various NCDR options for clients, onboarding needed to be consistent across all matter types.
- Valuable lawyer hours were spent on essential but onerous tasks such as fully documenting initial instructions.
- Initial meetings with clients too often turned into 'fact finding' sessions, with clients going away without the immediate support and expertise they really needed.
- The firm needed a solution that improved efficiency without compromising on the client experience.



"By adopting Nova Engage early, we future-proofed our practice. **It continues to evolve with us**, and we see it as essential to meeting the expectations of tomorrow's family law clients."

Robert Williams, Founder and
CEO Family Law Partners

The solution

- Family Law Partners uses Nova Engage across its entire practice, as its principal digital client engagement and onboarding tool.
- Designed by family lawyers for family lawyers in England & Wales, Nova Engage provides:
 - Tailored digital journeys to capture client instructions.
 - Consistent and safe GDPR-compliant data collection.
 - At a glance' summary of red flags and 'need to know' information for time-poor lawyers and team gatekeepers.
 - Award-winning AI-powered automation that frees up lawyers for higher-value chargeable work.
 - Flexible pay-as-you-go pricing that adapts to fluctuating caseloads.

Nova Engage is embedded across the firm's operational and legal teams, *with every prospective client who contacts the firm being offered the opportunity to use the application ahead of their first meeting with a lawyer.*

The seamless integration of Nova Engage with the firm's new enquiry process has transformed its sales and marketing funnel, and the speed at which the team can convert a prospect into a client, supporting a seamless handover from the new enquiry team to a lawyer.

The firm's lawyers are evangelical about the power of Nova Engage, with its specialists reporting that they '**could not imagine going to an initial meeting without' the Nova Engage Report which is emailed directly to them in real-time once the client has completed it.** This delivers lawyers a comprehensive picture of the client's circumstances ahead of time, so the first meeting can be focused on advice and support from the get-go.



"Nova Engage has **transformed how we connect with clients from day one.** The digital journey makes them feel supported, understood and in control - before they even meet their lawyer."

Gemma Hope, Director, Family Law Partners

The results

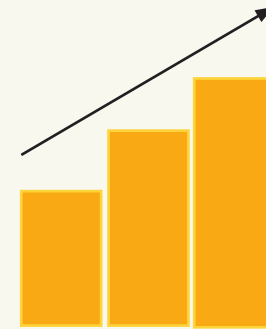
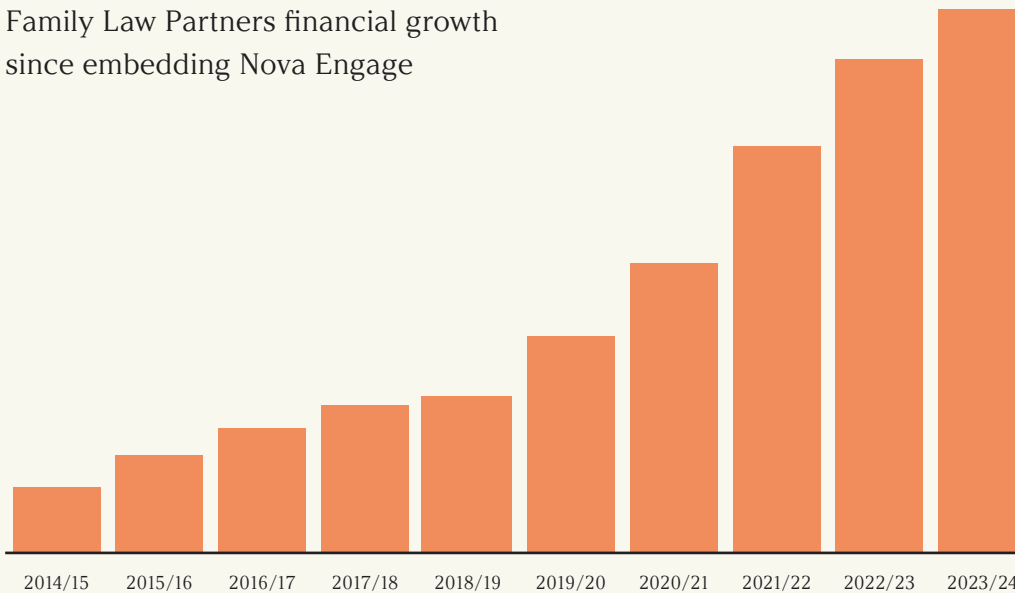
Family Law Partners has grown from a single office to a network of 11 locations across the South.

This growth has been guided by a people-first, tech-enabled and non-court dispute resolution (NCDR) model, now forecasting a £6 million turnover this year (2025/2026).

The firm's lawyers attract high-calibre work from across England and Wales, including London and international referrals. Clients are drawn to the team's combination of technical strength and a progressive NCDR focus.

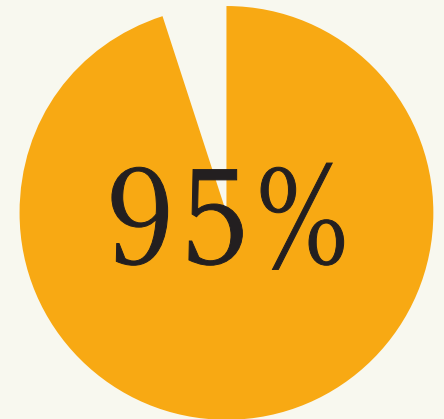
Family Law Partners first embedded Nova Engage in 2014 and the results speak for themselves:

Family Law Partners financial growth since embedding Nova Engage



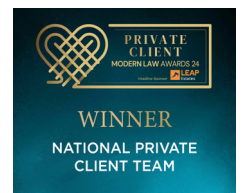
Triple Digit Growth

665%



95% of clients onboarded via Nova Engage converted to a 'paid-for' initial consultation.

- No negligence claims in the firm's history.
- Multi-award winning - recognised by consumer brands, legal directories and major industry award schemes year in, year out.



Efficiency and productivity

- **At least 1 hour non-chargeable time** admin saved per client during onboarding.
- **Significant reductions in administrative** workload on client intake.
- **Enabled the firm to handle more cases** annually without increasing headcount.



“Over the past decade, **Nova Engage has freed up hundreds of lawyer hours every year.** This efficiency has been critical in helping us grow sustainably while keeping client care at the heart of our practice.”

Caroline Walmsley, Managing Director
Family Law Partners



“Nova Engage started as an access-to-justice initiative, but it has become a **core driver of our commercial success.** It’s rare to find a solution that delivers both social impact and profitability.”

Robert Williams, Founder and
CEO Family Law Partners

Client satisfaction

- **Key client information completed digitally by client** within days of receiving Nova Engage (vs. weeks gathering information across various emails and static questionnaires previously).
- **Over 95% of clients onboarded via Nova Engage** went on to seek further legal guidance beyond the initial meeting.
- **94% of clients said they would recommend** Nova Engage to a family member.

Risk reduction and confidence

- **Every client journey is now fully consistent** and transparent.
- **PII premiums reduced** in consecutive years due to lower risk profile.
- **Consistent early introduction for all clients** to NCDR options provides protection against Part 3 FPR criticism or costs sanctions.

“One of the biggest benefits has been consistency. **Every client journey is now, streamlined, transparent, surfacing any latent risk,** which gives our lawyers peace of mind.”

Compliance Officer, Family Law Partners



Why other family law firms should implement Nova Engage

Time Savings

Automates early-stage client discovery and client communications.

Client Experience

Provides a streamlined, intuitive onboarding journey.

Flexible Pricing

Pay-per-submission with no fixed contract or long-term commitments.

Proven Satisfaction

94% of clients said they would recommend Nova Engage to a family member.

Risk-Reduction by Design

Built for family lawyers, with regulated practice needs at its core.

Sustainable Growth

Supports efficiency, profitability, and ESG alignment.

Don't fall behind the curve - Already 200+ Resolution family specialists use
Nova Engage to ensure best possible client onboarding.

Request a demo: <https://novaforlawyers.novalaw.co.uk/>