

Date 2024 – 2025
Company ViaLegal Immigration (Law Firm)
Author / Role Cindy Corral, Project Manager



Case Study: Transformative Improvements in Immigration Legal Services

INTRODUCTION

ViaLegal Immigration, formerly known as Carolina Immigration Law, is a non-profit law firm based in Charlotte, NC, dedicated to providing expert immigration legal assistance and representation. I worked with ViaLegal's leadership and legal team, marketing contractors, and community partners to align projects with organizational objectives. Focused on delivering affordable services with empathy and expertise, we aimed to improve efficiency, attract more clients, build trust, and positively impact families and communities nationwide.

- **Name:** [ViaLegal Immigration](#)
 - **Industry:** Legal Services
 - **Location:** Charlotte, North Carolina, U.S.
 - **Target Market:** moderate-income individuals, families, and organizations navigating the complex U.S. immigration system
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CHALLENGE AND OPPORTUNITY

We identified two key areas for improvement:

1. Increase Efficiency to Reduce Costs

Affordable, multilingual legal services are scarce in Charlotte and the surrounding areas, leaving many clients without options and necessary legal assistance. Our objective was to reform our frameworks to deliver professional legal services at reduced costs.

2. Increase Client Leads and Acquisition

We sought innovative ways to increase leads through strategic marketing, partnerships, and community engagement, thereby expanding brand awareness and building community trust.

STRATEGIC APPROACH

1. Optimizing Workforce Efficiency and Resource Allocation

1.1. Reducing Administrative Burden

- Implemented precise time tracking and reporting
- Automated client portals with user-friendly, multilingual forms
- Restructured organizational workflows and communication

1.2. Streamlining and Standardizing Processes

- Client Intake and Consultations
- Case and Special Program Screening
- Partner Communications
- Community Events
- Invoicing, A/R

2. Increasing Client Leads

2.1. Marketing and Branding

- Revamped marketing materials
- Ensured consistent branding in communications
- Updated website functionalities and lead-generation pipelines
- Event Marketing and Market Research
- Multichannel advertising to boost brand presence

2.2. Building Community Partnerships

- Fostered strategic relationships with local community organizations
- Developed **Consultation Clinic Program** where we offered pro bono consultations
- Facilitated nationwide program referrals
- Implemented grassroots outreach efforts

RESULTS AND IMPACT

Our strategies **freed up over 35% of staff hours**, enabling the firm to take on additional cases. Reductions in administrative tasks and improvements in workflow enhanced both internal and external processes. Our hands-on marketing approach and partnerships allowed us to reach over **500 clients within 18 months**. These efforts bolstered our client base and **positively impacted hundreds of families**, leading to continuous referrals and a growing reputation as a reliable, trustworthy, and affordable immigration law firm in North Carolina.

TESTIMONIAL

"[Cindy] helped stand up our organization. During her tenure, she helped build a network of community partners and launched our community clinic program, where partners host onsite consultations with our legal team. She was instrumental in improving our processes, which allowed us to expand our capacity for the community, resulting in her fingerprints being on our first 500+ clients. These successes weren't just numbers on paper they represented real families served and real lives changed."

–WAYNE SNYDER, CO-FOUNDER AND CEO, VIALEGAL IMMIGRATION

GET IN TOUCH

Is your project experiencing difficulties? Struggling with department misalignment or conflicting strategies? Let's work together to bring clarity and organization. [Contact me](#) to steer your team and projects back on track.

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