

Caseflow: Automated Client Intake for UK Accident Management Firms

If you run an accident management firm in the UK, you know the drill.

Someone has a crash. They're stressed, probably injured, definitely confused. They find your website at 8pm on a Tuesday. They want to get started *now*.

But your team's gone home. The enquiry sits in your inbox until morning. By the time you respond, they've already called three other firms. You've lost the instruction.

Or worse: they fill in a basic contact form, you call them back, and then spend 20 minutes on the phone collecting all the information you need for FNOL. Information they could've provided themselves if you'd just asked the right questions upfront.

Caseflow fixes both problems.

What It Actually Does

Caseflow is an AI assistant that lives on your website and handles the entire client intake process around the clock, without human involvement.

When someone arrives on your site, they can start a conversation with Caseflow immediately. The AI walks them through a structured conversation, collecting everything you need for First Notice of Loss:

- Accident details (date, time, location)
- Vehicle information (reg, make, model, damage)
- Driver and passenger details
- Third-party information
- Injury details
- Insurance information
- Supporting documents (photos, dashcam footage, etc.)

Once it's collected everything, Caseflow automatically creates a complete, structured case in your case management system that is ready for your team to action.

No phone tag. No data entry. No incomplete records. Just qualified leads ready to become instructions.

Why This Matters

You're Losing Instructions Right Now

We analyzed data from 40 accident management firms before building Caseflow. Here's what we found:

42% of website enquiries happen outside office hours (6pm-9am weekdays, plus weekends). If you're not capturing those immediately, someone else is.

Average response time to web enquiries: 4.2 hours. In that time, 68% of potential clients contact at least two other firms.

57% of initial phone consultations are spent just collecting basic information that could've been gathered upfront.

That's time your handlers could spend building rapport, explaining your service, and converting the lead instead of typing details into forms.

The Numbers (From Real Firms)

A personal injury firm in Birmingham implemented Caseflow six months ago. Before Caseflow:

- 180 web enquiries/month
- 35% outside office hours
- Response time: 3-6 hours (working hours), next day (evenings/weekends)
- Conversion rate: 28%
- Instructions: ~50/month

After Caseflow:

- Same 180 enquiries/month (no change in traffic)
- 100% immediate response (24/7)
- Complete FNOL data captured before human contact
- Conversion rate: 41%
- Instructions: ~74/month

That's 24 extra instructions per month. At an average case value of £2,800, that's an extra £67K/month in new business. Or £800K+/year.

Implementation cost? £3,500 setup + £495/month.

ROI in week one.

It's Not Just About Availability

The 24/7 availability is great. But the real value is in what happens *after* the AI captures the enquiry.

Better data quality: Caseflow asks every question the same way, every time. No missed fields. No "we'll get that later." Everything's structured and complete from the start.

Faster case progression: Your team gets complete case files, not half-finished enquiry forms. They can start working the case immediately instead of spending the first 20 minutes gathering basic information.

Higher conversion: When you do call the client, you're not starting from scratch. You've got their full story. You can provide immediate advice and demonstrate competence. That converts better than "So, tell me what happened..."

Reduced admin burden: No more data entry from scrappy notes or partial forms. Everything's in your case management system, properly formatted, ready to go.

How It Actually Works

The Client Experience

Someone visits your website. They see a prominent "Start Your Claim" button, or something similar that uses your branding and wording.

They click it. Caseflow introduces itself (as your firm, not as "a chatbot") and asks if they'd like help starting their claim.

They say yes. Caseflow guides them through a conversational questionnaire:

"Let's start with the basics. When did the accident happen?"

"Was this a road traffic accident, or something else?"

"Got it. What's your vehicle registration?"

The questions adapt based on their answers. If they mention injuries, Caseflow asks follow-up questions about medical treatment. If there's third-party involvement, it collects those details. If they're not sure about something, it explains what information you need and why.

At any point, they can upload photos, documents, or dashcam footage. Caseflow handles all file types and stores everything with the case.

When they're done (typically 8-15 minutes), Caseflow confirms it has everything, thanks them, and tells them what happens next. Your team gets an immediate notification.

Your Team's Experience

Your handler arrives in the morning (or checks their dashboard). There's a new case file waiting:

- Complete FNOL data
- All supporting documents attached
- Case already created in your CMS
- Client expecting a call to discuss next steps

They call the client. The client's already provided all their information and is ready to move forward. The conversation is about building trust and confirming details, not collecting data from scratch.

Total time saved: 15-20 minutes per case.

Quality of data: significantly higher than phone-collected information.

Conversion rate: higher, because you're demonstrating competence and efficiency from the first interaction.

The Technical Bit

Caseflow integrates with your existing case management system. We've built direct integrations with the major UK accident management platforms (Proclaim, Speciality, WorkSmart, Carpe Diem, and others). If yours isn't on the list, we can build a custom integration.

Setup takes 1-2 weeks including:

- Integration with your CMS
- Customization of the conversation flow (your questions, your branding, your tone)
- Testing and refinement
- Training your team

Once it's live, it runs itself. No ongoing maintenance required from your team.

What Caseflow Isn't

Let's be clear about what this *doesn't* do:

It doesn't replace your handlers. Caseflow captures and qualifies leads. Your team still closes them, manages the cases, and provides the human touch clients need.

It doesn't give legal advice. Caseflow collects information and provides basic guidance on next steps. It doesn't assess liability or advise on claim value. That's your job.

It doesn't work miracles on poor-quality traffic. If your website attracts time-wasters or unqualified enquiries, Caseflow will efficiently collect their information. It won't make them into good clients. Garbage in, garbage out.

It won't fix broken processes. If your current intake process is chaotic or your CMS is poorly structured, automating it will just give you automated chaos. Fix the fundamentals first.

Common Questions

"Will clients actually use a chatbot?"

In our experience: yes, overwhelmingly.

Most people prefer self-service when they can get immediate results. They'd rather spend 10 minutes providing information on their own time than wait for a call back and then spend 20 minutes on the phone.

That said, we always include an easy option to request a call instead. About 15% of users choose that. The other 85% complete the full intake themselves.

"What if they get stuck or have questions?"

Caseflow handles most questions (it's trained on common accident management scenarios). If someone's truly stuck, it offers to transfer them to a human or collect their contact details for follow-up.

In practice, this happens in less than 5% of interactions.

"Can we customize the questions?"

Absolutely. The conversation flow is fully customizable. You tell us what information you need, in what order, with what wording. We build the flow to match your process.

Want to ask about dashcam footage? No problem. Need specific information for your insurer partners? We'll add it. Want to screen for injury claims vs. non-injury? Easy.

"What about GDPR and data security?"

Caseflow is fully GDPR-compliant. All data is encrypted in transit and at rest. Data residency is UK-based (not US servers). We never use your client data to train our models.

You remain the data controller. We're the processor. Standard DPA in place.

"How long does implementation take?"

Typical timeline:

- Week 1: Integration setup and conversation flow design

- Week 2: Testing and refinement
- Week 3: Team training and go-live

So about 2-3 weeks from signing to going live.

"What if it breaks or goes down?"

Caseflow runs on enterprise infrastructure (99.9% uptime SLA). If there's an outage, your website automatically falls back to your standard contact form.

You'll know immediately if something's wrong (we monitor 24/7). And we've got a UK-based support team to fix issues fast.

"How much does it cost?"

Setup: £3,500 (one-time) Monthly: £495

Includes:

- Integration with your CMS
- Unlimited conversations
- Ongoing updates and improvements
- Support
- Hosting and infrastructure

No per-user fees. No per-conversation fees. No hidden costs.

If your firm writes 50+ instructions per month, the ROI is immediate. If you're smaller, it might take 2-3 months to break even, which is still a no-brainer.

What Happens Next

If you're interested in Caseflow for your firm, here's how it works:

1. **Discovery call** (30 mins): We discuss your current intake process, volume, and challenges. We'll tell you honestly whether Caseflow makes sense for your firm.

2. **Demo** (if appropriate): We'll show you Casflow in action and walk through how it would work for your specific setup.
3. **Proposal**: If it's a good fit, we'll send a detailed proposal with timelines and pricing.
4. **Implementation** (2-3 weeks): We integrate with your CMS, customize the flow, and get everything tested and ready.
5. **Go live**: Casflow starts capturing enquiries. You start closing more instructions.

We don't do high-pressure sales. We don't lock you into long contracts (it's month-to-month after setup). And we're honest when it's not a good fit.

If you're writing 30+ instructions per month and losing enquiries to response time or incomplete data capture, Casflow will make you money. If you're smaller than that or if your intake process is working brilliantly, it might not be worth it yet.

Want to find out which category you're in?

Get in touch: hi@slantedbox.com | slantedbox.com

About SlantedBox: We build AI automation for professional services firms. Casflow is our specialist product for UK accident management. We've helped firms ranging from 5 to 50+ handlers increase their instruction rates and improve their intake process.