

AI REPORT

Give your law firm the *human advantage*

Client perception in AI when choosing legal services

LEX Reception

Keep law *human*



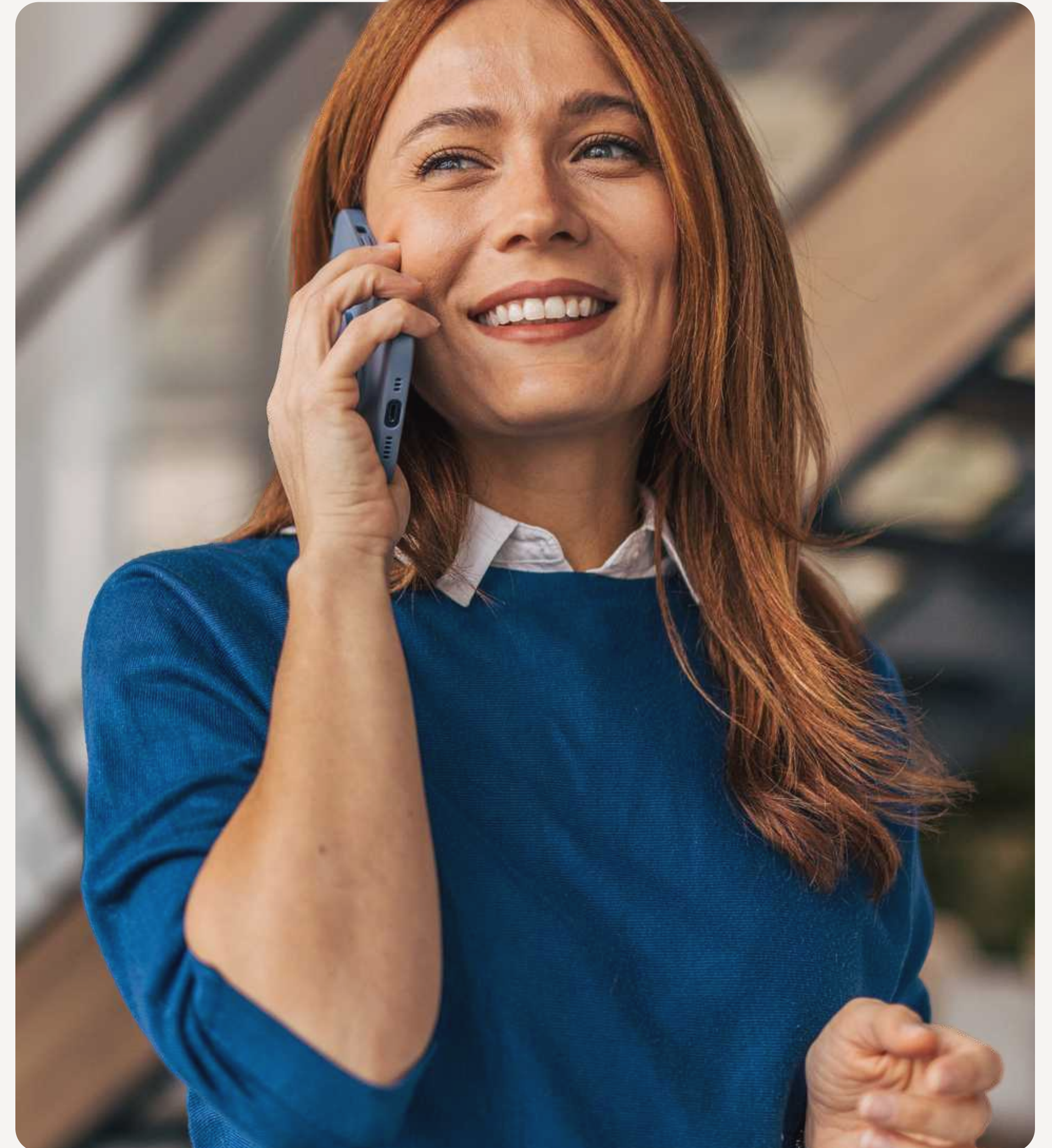
People *prefer* *people*

Your clients and prospective clients still want the reassurance of a real voice on the line. They want people in the picture.

84% prefer to speak with a real person

87% bypass chatbots for real people

76% choose firms with human receptionists

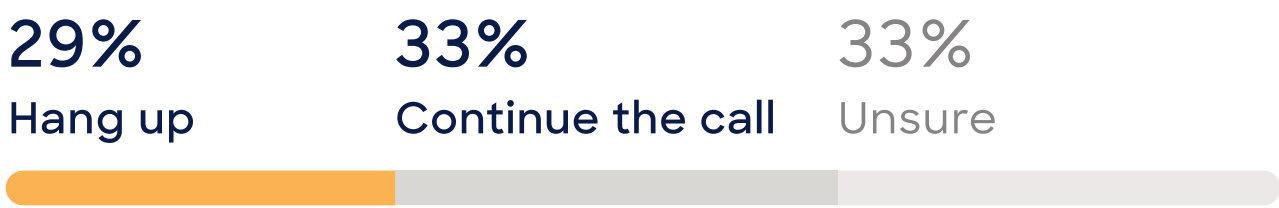


BUILD CLIENT TRUST

1 in 3 legal clients *hang up* when connected to AI



If you called a business and were connected to AI, would you continue the call or hang up?



OnePoll Survey | 6000 Respondents



84%

of people prefer to speak
to a *real person*

Even more people explicitly ask for human
assistance when connected with AI.

When contacting a law firm, would you rather speak to a real person or AI?

84%

Real person

9%

AI

7%

Other

Humans win, *case closed.*

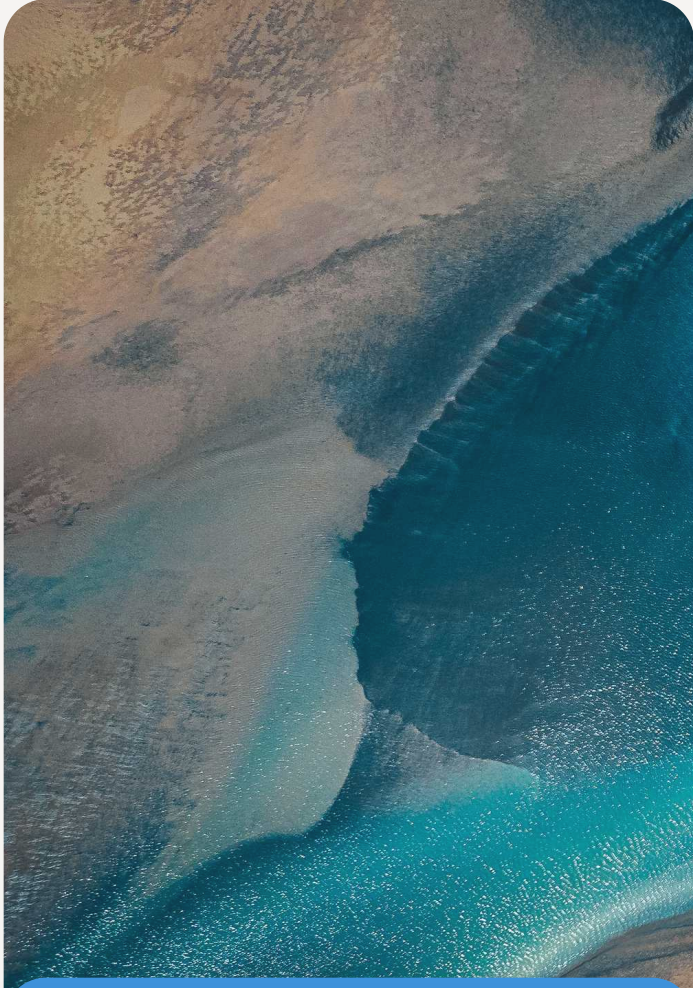
In legal matters, clarity and reassurance are critical. After multiple surveys, the results are in, people believe removing humans makes service worse.

Onepoll Survey Results¹

Onepoll Survey | October 2025 | 2000 Respondents

SurveyMonkey Results²

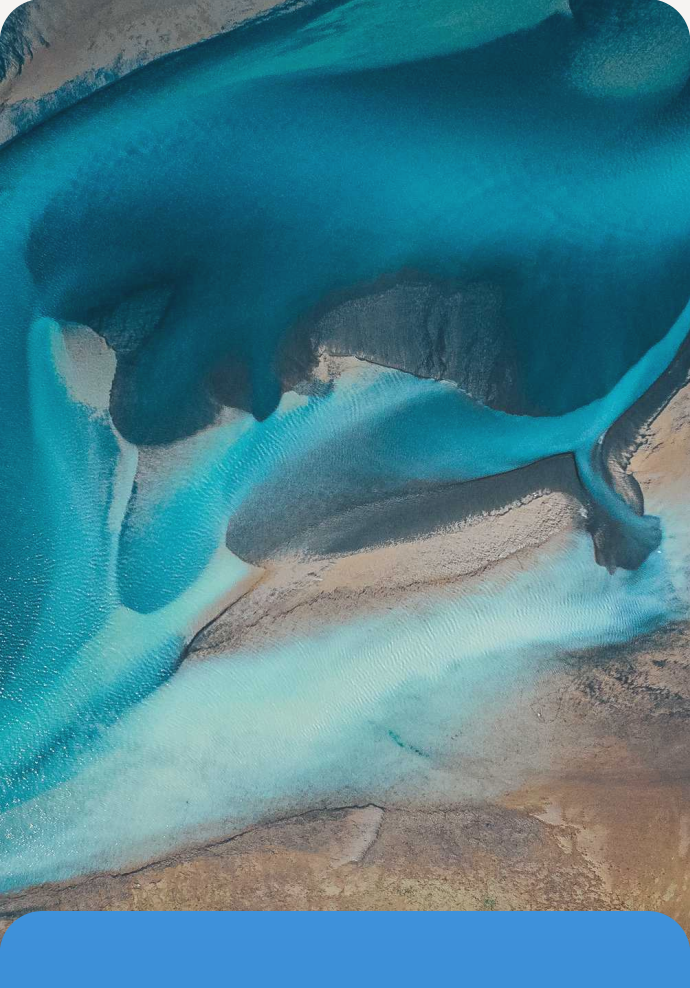
<https://www.surveymonkey.com/resources/premium/cx-and-ai-report/>



58%

believe removing
humans makes
service worse

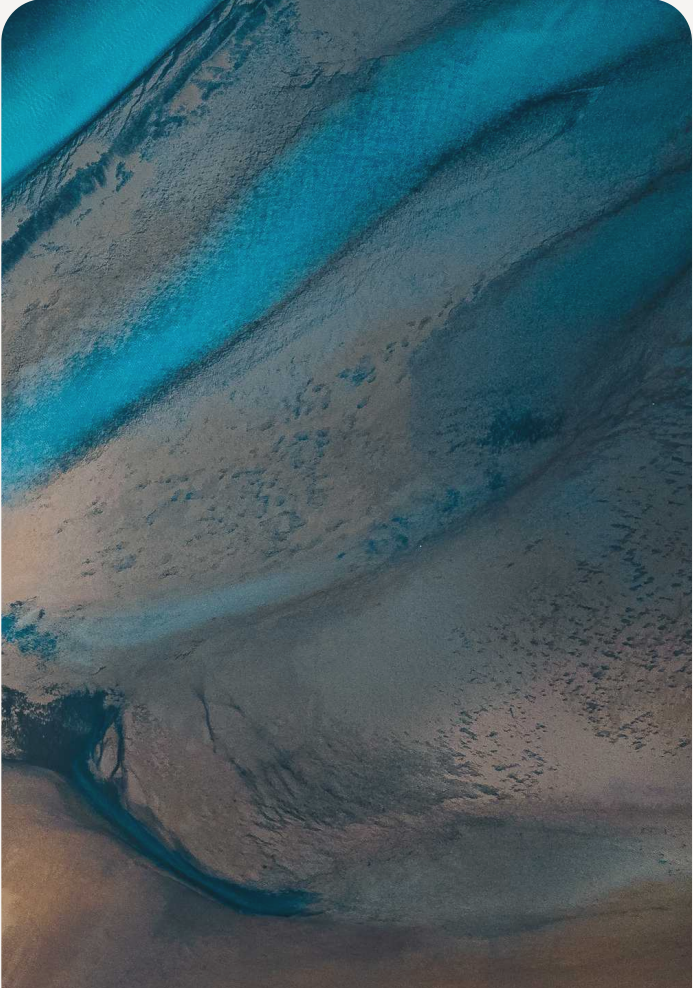
2025 OnePoll Survey
2000 Respondents¹



61%

believe humans
understand their
concerns better
than AI

SurveyMonkey
October 2025²



53%

feel human
representatives
provide more
complete
explanations

SurveyMonkey
October 2025²

76%

would choose a firm with
a *human receptionist*
over an AI answering service



When looking for a law firm, if you contacted three with similar reviews, which of the following would make you most likely to choose the business?

76%

A human receptionist greeted and answered your call

12%

AI

12%

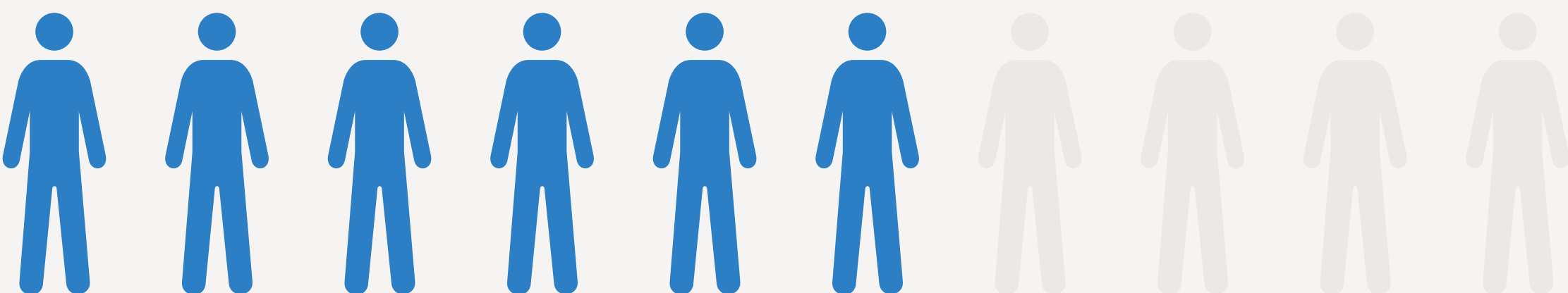
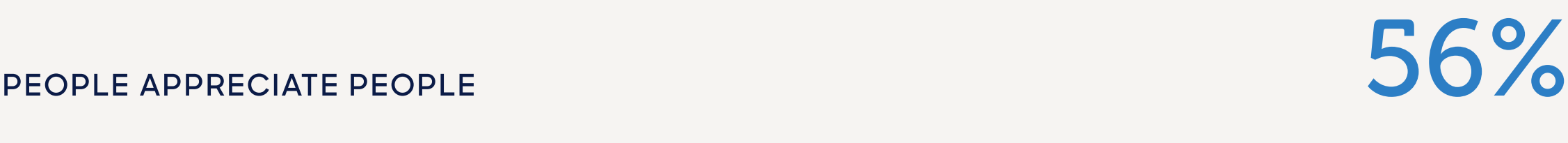
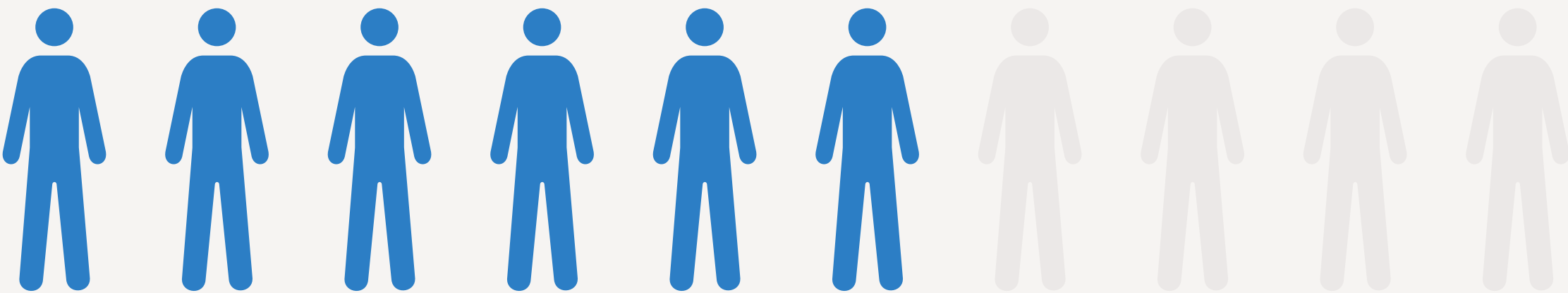
Other



Clients value *human voices*

63% of people polled said they would be more loyal to a company who employed people over AI, and 56% polled would leave a positive review after human interaction versus only 10% after interacting with a chatbot.

Onepoll Survey Results
Onepoll Survey | October 2025 | 2000 Respondents



BUILD CLIENT TRUST

Legal clients
say talking to a
chatbot is more
frustrating than
a call going
unanswered



Which, if any, of the following scenarios do you find most frustrating when contacting a business?

30%

Talking to AI

20%

Unanswered call

OnePoll Survey | Based on 1000 out of 2000 Respondents

77%

worry AI contributes to the spread of *misinformation*

Law firms should always be a reliable and trusted resource for the public.

How worried, if at all, are you about AI being used to spread misinformation?



EMPATHY = HUMAN

People *trust* *people*

Clients rely on real professionals, not AI,
to exercise judgment, empathy, and care.

OnePoll Survey Results

OnePoll Survey | October 2025 | 2000 Respondents



76%

want humans to
remain involved
when AI decisions
affect lives

2025 OnePoll Survey
2000 Respondents*

69%

say resolution is the
most critical factor
when contacting a
business, but only
11% believe AI tools
consistently resolve
the issue

2025 OnePoll Survey
2000 Respondents*

47%

say that the heavy
use of AI in client
service would
reduce trust in
a law firm

2025 OnePoll Survey
2000 Respondents*

62%

are *uncomfortable* with AI
having access to their data



How comfortable, if at all, are you with AI systems having access to large amounts of your personal data?

62%

Not comfortable

29%

Comfortable

8%

Unsure

LEARNING MATTERS

A book worth *your time*

Factfulness

Hans Rosling

Ten reasons we're wrong about the world—
and why things are better than you think.

Learn More
LEXReception.com/blog

"One of the most important books I've ever read—an indispensable guide to thinking clearly about the world." —Bill Gates

FACT FUL NESS

New York Times
Bestseller

Ten Reasons
We're Wrong About
the World—and Why
Things Are Better
Than You Think

Hans Rosling with Ola Rosling and
Anna Rosling Rönnlund

Keep law *human*

We help you stay professional and human. 24/7.

-  24/7 legal intake
-  Appointment scheduling
-  Bilingual support
-  After hours

[Learn more](#)

