

SALESFORCE CASE STUDY

United Employees Law Group × Modeverse

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One System From First Call to Final Settlement

ABOUT UNITED EMPLOYEES LAW GROUP

United Employees Law Group (UELG) is a California employment law firm representing workers statewide out of offices in Los Angeles, San Diego, and Anaheim. With more than 19 years of experience and over 2,000 cases filed across wrongful termination, harassment, discrimination, wage theft, and other workplace disputes, UELG has recovered over $775 million for its clients on a contingency, no-fee-unless-we-win basis, supported by a dedicated intake team fielding new inquiries seven days a week.

THE CHALLENGE

With extended intake hours, multiple offices, and a steady flow of new inquiries across a wide range of employment law practice areas, UELG's intake team needed to qualify leads quickly, route each one to the right attorney, and keep every case moving from first contact through evaluation, filing, and settlement. Tracking thousands of cases across class action and individual matters, each with its own timeline and status, made it difficult to keep intake, case management, and outcomes connected in one clear view.

THE SOLUTION

Modeverse partnered with United Employees Law Group to bring lead intake, case management, and outcome tracking onto a single Salesforce foundation. The engagement included:

- A structured lead intake process in Salesforce, capturing every inquiry from the website and phone line and routing it to the right intake manager for evaluation.
- A unified case record tracking a matter's practice area, stage, assigned attorney, and office, from initial evaluation through filing, negotiation, and resolution.
- Automated status workflows moving qualified leads into active cases, so nothing sits idle between intake and case assignment.
- A structured record of settlements and case outcomes, giving the firm a clear, organized history across class action and individual matters.
- Dashboards giving firm leadership a real-time view of intake volume, case pipeline, and outcomes across every office and practice area.

THE RESULTS

With Salesforce connecting intake, case management, and outcomes, UELG's team now moves a new inquiry from first call to active case on a consistent, trackable path. Intake managers can see exactly

where each lead stands, attorneys pick up cases with full context, and firm leadership has real-time visibility into pipeline and results across Los Angeles, San Diego, and Anaheim. The result is a system built to keep pace with a high volume of inquiries without losing track of a single client's case.

Unified	*Automated*	*Real-Time*
Case Records	Intake to Case	Pipeline Visibility

> ***"Every call is someone going through a hard moment at work. Our systems needed to move as fast and carefully as our intake team does."***

The idea behind UELG's Salesforce-powered intake and case process

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ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies and organizations design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Experience Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.