

AI Chatbot for Legal Services Example: 24/7 AI Customer Support and Lead Conversion

Online Legal Services doubled sales with 24/7 AI customer support

Online Legal Services, operator of Divorce-Online in the UK, uses CustomGPT.ai for 24/7 AI customer support across three legal websites. An empathetic AI legal assistant, grounded in verified firm documentation, answers inquiries after hours and turned missed leads into a doubling in sales.

2x

Sales, driven by after-hours conversations

24/7

AI live chat on 3 websites

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Engineering resources used

THE CHALLENGE

Customer questions that arrived after the office closed

The team needed a reliable way to answer customer questions outside normal office hours, while coping with inquiry-team availability, absence and overflow.

Improving the quality of every response was just as important, because better answers lift both sales and customer satisfaction.

WHAT ONLINE LEGAL SERVICES NEEDED

After-hours coverage.

Instant answers when the office is closed.

Accurate answers.

Grounded only in verified firm documentation.

The right tone.

Empathy for sensitive legal conversations.

HOW ONLINE LEGAL SERVICES SOLVED IT

A trained, empathetic AI legal advisor on three websites

Six months of training.

Company content and tailored training documents shaped every answer.

Soft launch, then full launch.

Answers were refined on real queries, with live scoring of every interaction.

Custom legal-advisor persona.

An empathetic tone for customers going through divorce.

ABOUT ONLINE LEGAL SERVICES

Online Legal Services Limited, founded by Mark Keenan, runs Divorce-Online, a UK service that has offered a quick, affordable and stress-free online divorce process for more than 20 years. Its services include managed divorce, consent orders and financial settlements.

AT A GLANCE

COMPANY Online Legal Services Limited (Divorce-Online), UK	DEPLOYMENT Live chat embedded across three legal websites	SECURITY SOC 2 Type 2 and GDPR compliant platform
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IS AI SAFE FOR LEGAL CUSTOMER SUPPORT?

Anti-hallucination, firm-approved content and live scoring

- 1 Firm-approved content only.**
Responses are restricted to uploaded, verified documentation.
- 2 Live scoring.**
Every interaction is evaluated so weak answers get fixed.
- 3 People stay in the loop.**
AI handles routine after-hours questions while legal professionals handle complex cases.

RESULTS

After-hours legal support, before and after

METRIC	BEFORE	AFTER
After-hours coverage	None	24/7 AI on 3 sites
After-hours sales	Missed leads	Doubling in sales
Response consistency	Varied by staff availability	Live-scored AI responses
Inquiry-team workload	High, repetitive overflow	AI handles out-of-hours volume
Engineering cost	Requires dev resources	Zero, on a no-code platform

The team plans to expand AI to legal case tracking, updates and advice, and to marketing and accounting.

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Custom GPT has allowed us to build a series of AI assistants for our legal businesses at speed without having to build them ourselves at great cost. We now deploy AI customer-service chatbots outside of office hours on 3 websites and have seen a massive increase in leads and sales during these times. Now, we're in the process of deploying AI assistants internally for a whole host of functions.

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Mark Keenan
CEO AND FOUNDER, ONLINE LEGAL SERVICES LIMITED

WHY IT WORKED

- Low-code setup.**
Rapid deployment.
- Rigorous training.**
Accuracy and empathy.
- Live scoring.**
Continuous improvement.
- Extended hours.**
Less staffing pressure.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.