INDUSTRY BENCHMARK BRIEF · NO. 01

RANKINGS.IO REVOPS · INTERNAL

Lawyers collect 2.4 hours of every 8-hour day

Clio's 10th annual Legal Trends Report, released October 2025, aggregates anonymized data from tens of thousands of US law firms. Below: the economics of our buyer, what changed this year, and how we use it.

WHERE THE BILLABLE DAY GOES

Collected work — 2.4 hrs

Invoiced, unpaid

Worked, unbilled

Admin, intake, marketing, internal — the hours no one pays for

> 38% utilization × 88% realization × 93% collection = **30% of the workday turns into revenue.** Every efficiency pitch we make is really a pitch about the other 70%.

38%

Utilization rate

Share of an 8-hour day spent on billable work — 3.0 hours.

▲ from 37% (2024), 30% (2019)

88%

Realization rate

Share of billable work that actually makes it onto an invoice — 2.6 hours.

Write-offs, discounts, missed entries

93%

Collection rate

Share of invoiced work that gets paid — 2.4 hours.

Strongest of the three KPIs

What changed this year

- **AI is now table stakes, unevenly.** 87% of large-firm legal professionals use AI; 71% of solos do. Only 40% use legal-specific tools — the rest are on general-purpose chatbots.
- **Adoption tracks growth.** Firms with wide AI adoption are nearly 3× more likely to report revenue growth. Growing firms are 2× more likely than stable firms to use automation.
- **Governance hasn't caught up.** 53% say their firm has no AI policy, or they don't know of one.
- **Growth is coming from leverage, not hiring.** The fastest-growing firms doubled revenue over four years on a 25% headcount increase.

- **Intake is still the leak.** Clio's secret-shopper study reached just 52% of firms by phone; only 40% picked up.

READ THIS WITH ONE ASTERISK

Clio's KPI data comes from hourly-billing firms on its own platform. Realization and collection don't map cleanly onto contingency-fee PI work. Use the AI, intake, and growth findings as our primary evidence; use the billable-hour math as industry context, not as a claim about a PI firm's P&L.

How we use it

THE ONE LINE TO REMEMBER

Technology solved capacity. It did not solve client acquisition — and that gap is our entire business.

- **Sales:** lead with the intake stat. A firm that answers 40% of its calls is losing signed cases before marketing is ever the problem. Pairs directly with our audit findings.
- **Content and LFG:** the AI-adoption-to-growth link is the strongest hook in this edition. "Firms adopting AI grow 3× faster" is a credible, citable headline we did not have last year.
- **Positioning:** efficiency tools give firms capacity they can't fill. We sell the demand side of that equation. Say it that way.
- **Audit tools:** consider adding response-time and after-hours-answer checks to the grader — Clio's benchmark gives us a number to score against.

Source: Clio Legal Trends Report, 10th edition (Oct 2025). Free to read at clio.com/resources/legal-trends; KPI appendix and rates by state at /benchmarks. Compiled by RevOps.

NEXT EDITION
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