Status & Sub-Status Architecture

Main Statuses and Sub-Statuses

The platform uses a dual-layer tracking system to manage the lifecycle and audit trail of every client.

A. Main Client Statuses (Lifecycle & Visibility)

Status	Definition	Visibility Rule	Trigger	Effects
Created	Client has moved beyond a raw website lead and a professional has begun an initial structured response (e.g., quotation, strategy, or confirmation of scope), but full engagement is not yet confirmed or work is only at preparation stage.	Appears in Current Clients and All Clients lists; excluded from Daily Updates, New Enquiries and Expired-clients admin views.	Set when a New Enquiry is converted to an active lead (for example, via strategy or quotation flow, Direct Service offer accepted in principle, or Paid Consultation confirmed) without yet being marked as Ongoing.	Enables standard contact and follow-up automation such as reminders and dashboards; included in workload and pipeline statistics; not yet eligible for completion or anonymisation flows.
Ongoing	Client has formally engaged services and active work is in progress (retainer agreed and/or payment declared); used as the main working status for active matters, including delegatee records in recurring services.	Visible in Current Clients and All Clients; excluded from New Enquiries and archive-only views; appears in professional dashboards and workload reports.	Set manually by the User or Admin once the client confirms instruction and work has started, or when recurring delegatee records are created and activated.	Included in inactivity checks and workload monitoring; eligible for blocking tasks such as Add Payment; prevents anonymisation or expiry while active work or recurring cycles continue.

Status	Definition	Visibility Rule	Trigger	Effects
Hibernated	Status for recurring services where the principal record sleeps between cycles while ongoing work happens on delegatee records; no day-to-day actions are expected on the principal.	Shown in All Clients but excluded from Current Clients lists; principal records may be hidden from some workload views while delegatee records remain visible as Ongoing.	Set when configuring or updating a recurring service so that a principal record is parked and a delegatee record handles the live monthly or periodic work.	Principal record is excluded from standard reminders and many dashboards; certain actions such as delegatee status changes or payments may be restricted or warned; returns to Ongoing or Closed when the recurring service is resumed or terminated.
Completed	Work on the matter is finished and all agreed fees have been declared and recorded in the Payments tab; from the professional's perspective the case is fully delivered.	Visible in All Clients and in admin review queues such as Daily Updates, but not in Current Clients; treated as an archive-ready operational state.	Set by the User when confirming completion via the completion popup, including fee confirmation and any required billable-action summary, once final payment is declared.	Triggers the client satisfaction survey (Rate your lawyer) and related review workflows; prepares the record for Admin finalisation to Closed and for later anonymisation or deletion timers.
Closed	Admin-verified final state indicating the matter is fully finished, payments checked, survey logic handled and reporting or Intelliquote updated; used as the long-term archival status.	Visible only in All Clients and archival or historical lists; excluded from Current Clients and most operational dashboards.	Set by Admin after reviewing a Completed case, checking payments, surveys and reporting, and confirming that no further operational actions are pending.	Starts anonymisation and deletion countdown according to GDPR rules; removed from active metrics except historical reporting.
Non Responsive	Status indicating that, after a defined sequence of chaser emails and reminders, the client has not replied and is treated as inactive without explicit elimination.	Shown in All Clients but normally excluded from Current Clients and from standard reminder queues; may appear under non-responsive filters where configured.	Set automatically after configured non-response thresholds are reached (for example, multiple unanswered chasers), or manually by Admin or User where policy allows.	Stops further chaser emails and non-response sequences; case may later be moved to Eliminated or Rejected, or reactivated if the client returns and re-engages.

Status	Definition	Visibility Rule	Trigger	Effects
Eliminated	Lead or client that will not proceed, typically due to price, choosing another provider, ghosting after quotation, or explicit refusal; used as a general dead-lead or not-proceeding state.	Visible only in All Clients and archive-oriented lists; excluded from Current Clients, New Enquiries and most workload dashboards.	Set via a status-change popup where the User or Admin selects a reason; in Direct Service flows, also used when stopping a Direct Service offer that will not convert.	Immediately stops all follow-ups and chaser automations, including Direct Service sequences; record becomes eligible for anonymisation and deletion after the configured retention period and may be used in lost-lead and conversion statistics.
Rejected	Admin review state for leads that have been eliminated or otherwise not proceeded with, used to confirm classification and decide whether a feedback survey should be sent.	Visible in All Clients as part of archive and quality-assurance lists; excluded from Current Clients; may have dedicated reporting views for quality and conversion analysis.	Set by Admin when reviewing Eliminated or similar cases to finalise outcome coding and survey behaviour.	Can trigger a rejected-or-feedback survey depending on configuration; starts anonymisation timers and finalises conversion-loss categorisation for reporting.
Unsuitable Enquiry	Lead classified as invalid or out of scope for Advocate Abroad, for example spam, wrong country or jurisdiction, service not offered, or clearly inappropriate request.	Visible only in All Clients and specific admin views for unsuitable or filtered enquiries; excluded from Current Clients and standard lead or engagement metrics.	Set when Admin or User determines the enquiry should never proceed, usually during early triage, via a reason popup or classification control.	Stops chaser and marketing emails; record is excluded from most performance statistics and routed toward earlier anonymisation or deletion while preserving the minimal audit trail that is required.
Expired	Indicates that the Next Progress Date on a client record has passed without being updated, so the file is overdue for review and follow-up even though its main workflow status may still be Ongoing or another active state.	Expired records continue to appear in All Clients and, where relevant, in Current Clients according to their underlying workflow status; they also appear in the Expired-clients admin view and as Expired leads in the Daily Updates queue until reviewed.	Set automatically when the calendar date moves beyond the stored Next Progress Date and no new date is set; in some configurations further automation may run if a record remains expired beyond a defined grace period.	Groups unattended active matters that need attention; Users should review the client, contact where appropriate, update the Next Progress Date or change status to Completed, Closed or Eliminated so the record no longer appears as expired.

Status	Definition	Visibility Rule	Trigger	Effects
Freeze Client	Temporary on-hold state that pauses reminder emails, automatic status checks and unassignment rules for a specific client without treating the enquiry as Eliminated or Completed, typically when the client or User has requested a short pause.	Frozen records remain visible in the User's normal client views (for example, Current Clients or All Clients) according to their underlying status, but are excluded from expiry-based auto-elimination and some SLA-driven reminder queues until the freeze period ends.	Applied by Admin, usually following a request from the User or client, by setting a future Next Progress Date and marking the record internally as frozen for a specific period.	Keeps the enquiry in Created or Ongoing without triggering non-contact workflows, unassignment or auto-elimination while the agreed pause is in effect; manual actions remain possible and, once the freeze date passes or the User acts earlier, normal follow-up rules resume.

B. Sub-Statuses (Action Audit Trail)

Sub-statuses are auxiliary flags set automatically by the All Actions workflow or by specific user actions and system events. They provide a fine-grained audit trail of contact attempts, offers, reminders and GDPR processing without replacing the main lifecycle status.

- **Another Person Answered – Admin Reminder Sent:** Set by the call logging workflow (All Actions in the Strategy Guide) when someone other than the client answers a scheduled call and the User escalates or flags the issue; creates an admin-level reminder to review contact details or adjust the strategy while the main status (for example, Created or Ongoing) remains unchanged.
- **Another Person Answered – Email Sent:** Applied when a follow-up email is sent after a non-client answered the phone; indicates that phone contact failed but email contact is now in progress, and ensures call attempts are not repeatedly scheduled without first trying the alternative channel.
- **Change To Consultation Requested:** Created when the User requests to downgrade a full Direct Service or regular service into a Paid Consultation only; typically leads to admin review and, if approved, a change in main status and commercial handling so that further work is not expected beyond the consultation.
- **Client Record Postponed:** Set by the call scheduling logic when the agreed call is more than 24 hours in the future (for example, late Friday lead with a Monday call); temporarily suppresses "slow response" reminders and avoids counting the case as neglected while the scheduled call window has not yet opened.
- **Consultation Offer Sent – Pending Client Response:** Applied automatically when a Consultation Offer email is sent within a Paid Consultation enquiry; the system waits for the client's decision and, where required, payment before moving the main status towards Ongoing or Eliminated, and may trigger timed reminder emails if no response arrives.

- **Meeting Confirmation Email Sent:** Set when an offer or confirmation email containing a specific meeting date and time is sent; indicates that the next expected event is the meeting itself and helps separate “awaiting meeting” cases from “awaiting first contact” cases in reporting and All Actions views.
- **No Reply To Offer – Admin Reminder Sent:** Used when a client has not replied to an Offer email within the configured time and an admin reminder has been generated; prompts admin to review pricing, strategy or assignment before the enquiry is eliminated or considered non-responsive.
- **No Reply To Offer – Professional Reminder Sent:** Indicates that the client has not replied to an Offer email and a follow-up reminder has already been sent by, or on behalf of, the professional; prevents duplicate reminders and provides an audit trail of the last outreach before any elimination decision.
- **Non-Responsive – 24h Email Sent:** First non-responsive follow-up step, set when an automated email is sent approximately 24 hours after a failed contact attempt; often precedes further non-responsive sequences or escalation to admin review if silence continues.
- **Non-Responsive – Admin Reminder Sent:** Applied when the client remains non-responsive after chasers have been sent; triggers an internal reminder to admin to decide whether to maintain, freeze or eliminate the enquiry, while the main status may still be Created, Ongoing or Non Responsive.
- **Offer Email Sent – Pending Reply:** Generic flag for Direct Service or quotation emails; shows that an offer has been sent and the system is waiting for the client’s reply, which may later drive a transition to Ongoing (if accepted) or Eliminated/Rejected (if ignored or declined).
- **On Recurring Payments:** Indicates that the client has been configured for a recurring service (for example, monthly tax, accounting or annual returns) and that recurring payments should be declared and tracked; interacts with Hibernated and Ongoing statuses so that the principal or delegatee records follow the correct recurring-service workflow.
- **Pending Anonymisation:** Set automatically when the record has met GDPR criteria for anonymisation but the background job has not yet processed it; main status is typically Closed, Eliminated or Unsuitable, and once anonymisation runs, personal data is pseudonymised while high-level statistics remain.
- **Phone Out of Order – Admin Reminder Sent:** Created after a failed call where the number appears invalid or permanently unreachable and an admin reminder has been issued; prompts admin to correct the phone details, confirm with the client via another channel, or decide whether the enquiry should be eliminated.
- **Phone Out of Order – Email Sent:** Applied when an email is sent after discovering the phone is out of order; records that the communication channel has shifted to email-only and avoids repeated attempts to call a known-bad number.
- **Preparation – Pending User Review:** Set when Admin drafts a preliminary email and sends it to the User for review before sending to the client; blocks automatic sending until the User has checked and approved the draft, ensuring consistency with the selected strategy and pricing.
- **Requested Contact By Email:** Indicates that the client has explicitly requested email-only contact; requires admin approval and, once accepted, usually leads to an Ongoing

workflow where all reminders and follow-up actions are based on email rather than telephone contact attempts.

1. Created

What it is

First live status for a client record. The lead has moved beyond the New Enquiry intake tag and is now an active case, often under a named professional.

For some Paid Consultations and Direct Services, a client record may remain unassigned if a Preliminary Email can be sent without lawyer review and the client never responds.

When it is used

- Set when Admin converts an intake lead into a working file by assigning it to a specific User as a Regular Enquiry.
- Set when Admin registers a Paid Consultation or Direct Service enquiry (with or without immediate assignment to a specific User).
- Used immediately after assignment (or after resolving an NPD state) once the lead is considered “taken in charge”.

How it differs from New Enquiry

- New Enquiry is a system-level intake tag for fresh, unworked leads and for populating the “New Enquiries” list.
- Created marks the point where the lead becomes part of the lawyer’s workload and enters the main lifecycle (Created → Ongoing / Hibernated / Eliminated, etc.).

Main behavioural effects

- Moves the record out of the Pending list in Laravel into the Current Clients list.
- While status is Created, the assigned User can still correct Enquiry Type via the Change Enquiry Type workflow; after Ongoing/Hibernated/Completed/Closed, ET changes are more restricted and may require Admin.
- Acts as launch point for downstream flows: User can send Offer Emails, Paid Consultation or Direct Service offers, or move to Eliminated if clearly not proceeding.
- Until status changes to Ongoing, direct email-from-BO remains restricted; certain events (client reply, payment entry) may promote to Ongoing.

Sub-status behaviour (Created)

Consultation Offer Sent – Pending Client Response

Used in the Paid Consultation workflow when Admin or User has sent a Consultation Offer Email and the system is awaiting the client’s reply/payment.

Offer Email Sent – Pending Reply

Used for regular enquiries when an Offer Email has been sent; status remains Created while the system waits for a response.

If there is no response and no payment within a defined window, reminder emails are sent; ongoing silence typically leads to Eliminated, often with a feedback survey.

Change To Consultation Requested

Used when, after speaking with the client, the User believes the engagement should be limited to a paid consultation and requests Admin approval to switch format.

Preparation – Pending User Review

Indicates Admin has drafted a preliminary email (Paid Consultation or Direct Service) and is awaiting User confirmation before sending to the client.

2. Contacted

This legacy status appears in older descriptions as “User has sent the first email or made the first call”, but is rarely used in the current system.

Modern flows rely on Created/Ongoing plus the Record Contact Results audit trail instead; Contacted should be treated as deprecated with no new behaviour added.

3. Ongoing

What it is / when used

- Main active-work status once the client has instructed and the professional is carrying out work.
- Initial status for some Additional Services where no sales strategy is required.
- Used on delegatee records for recurring services while the principal record is Hibernated.
- Appears in Current Clients and is heavily used across all Enquiry Types.

Main behavioural effects

- Enables the User to access the client’s email address and send emails from within BO.
- Included in workload/statistics; drives dashboards and reporting.

- Allows transitions to Completed, Hibernated (for recurring), or Eliminated.
- Admin can create blocking tasks (e.g. Add Payment) that must be completed before moving to completion or closure.

Sub-status behaviour: Call outcomes and non-response

The Strategy Guide “Contact” step and Record Contact Results modal (via All Actions) drive several non-responsive and phone-problem sub-statuses.

- Client Didn’t Answer → sends a non-response email and sets a Non-Responsive sub-status.
- Phone number provided doesn’t work → sends an email and sets Phone Out of Order – Email Sent.
- Someone else answered → sends an email and sets Another Person Answered – Email Sent.

Further lack of response can trigger admin reminders and ultimately automatic movement to Eliminated plus a survey email.

Requested Contact By Email

When a client explicitly asks for email-only contact, the User can set Requested Contact By Email; Admin approval typically moves the case to Ongoing with email access but no scheduled calls.

4. Hibernated status

What it is

The **Hibernated** status is used for clients who receive recurring services (for example, annual non-resident tax, quarterly rental tax, annual income tax returns), where no further work is required until a future period.

When to use Hibernated

- The client has instructed the User and the current-period service has been fully provided.
- The payment for the current period has been added in the Payments tab of the client record.
- The service is expected to repeat (typically yearly or quarterly) and the client is likely to use the same service again.

In these cases, instead of setting the status to Completed, the User sets the client record to **Hibernated** so that it is removed from the normal Current Clients list until the service is next due.

How Hibernated works

- Admin configures, at Enquiry Type level, the “wake-up” month/day for each recurring service (for example, IRNR in September, IRPF Rentals each quarter, annual Renta in May, etc.).
- After the User has provided the service for the current period and added the corresponding payment, the User changes the status from Ongoing to Hibernated.
- While in Hibernated, the record is hidden from the User’s standard Current Clients list, but can still be accessed via filters such as “All Records” or specific recurring-service filters.
- A scheduled background process runs before each configured due date and:
  - Changes all relevant Hibernated records for that Enquiry Type to Ongoing.
  - Updates the Next Progress Date appropriately.
  - Sends a notification to each User with a list of their reactivated recurring clients.
- Once reactivated (status = Ongoing), the client records automatically reappear in the Current Clients list so the User can begin preparing the next period’s work.

Typical recurring cycle

1. Client is assigned and the User receives instructions.
2. User provides the service for the current period and records the client’s payment.
3. User sets the status to Hibernated so the file is removed from the active list until the next period.
4. On the configured date (with some lead time - set by Admin at ET level in 'Recurrence' Section), the system automatically:
   - Returns the status to Ongoing, and
   - Notifies the User with a list of all such clients to start work again.
5. After the new period’s service is delivered and payment is recorded, the User again sets the client to Hibernated, and the cycle repeats.

Relation to recurring services

For services marked as “On Recurring Payments” or otherwise defined as cyclical, Hibernated is the standard status between service periods: the recurring behaviour begins as soon as the first period’s work has been completed and its payment added, at which point the record is moved to Hibernated instead of Completed.

5. Completed

What it is / When it is used

Completed is the status used when all work for the current engagement has been carried out and the essential financials are in place, but before the final administrative closure in Closed.

Use Completed when:

- The agreed service has been fully delivered (consultation held, procedure finished, document drafted or executed, tax filing completed, etc.).
- All payments for that service have been entered in the Payments section; if a required payment is missing, the system can block changing to Completed (users often report "case is terminated but I cannot click on the completed button" until payments are added).
- The matter is effectively finished and only survey/feedback or admin review is pending.
- The service is one-off, not recurring; recurring yearly/quarterly matters should generally go to Hibernated instead so they re-activate automatically when due.

Main behavioural effects (what Completed means)

- The file is removed from active day-to-day worklists for the user and becomes a finished job awaiting feedback and/or admin processing.
- A survey decision is required via the Completed Survey Wizard and, depending on the choice, a feedback or review email is sent (or deliberately not sent) to the client.
- For non-recurring work, Completed marks the practical end of the service; the next lifecycle step is normally an Admin change to Closed after surveys and reporting (for example Intelliquote, commission checks) are handled.
- For KPI and reporting, Completed contributes to statistics about finished matters, fees and client satisfaction; mis-using Completed (for example without recording payments) leads to Admin queries and incorrect figures.

Before changing to Completed, the user should:

- Add all client payments in the Payments tab for that record.
- Leave a short comment in Updates Record confirming that the work is finished and adjust the Next Progress Date if requested by Admin practice, even if the file is about to be closed.

Completed Survey Wizard

When the user changes Status to Completed in the client record, a **Survey Wizard** pops up and guides them through mandatory choices and confirmations. The wizard has been refined so that every Completed file results in one of a small number of clearly logged outcomes.

text

Step 1 – Confirm service really is complete

- The wizard asks the user to confirm that all agreed work for this enquiry has been completed and that all payments due have been added to the Payments section.
- If payments are missing, the system may block the transition or warn the user to add them first; problems changing to Completed are often resolved by re-adding missing

payments.

User action: tick the confirmation checkbox(es). If blocked, cancel, add payments, then repeat the status change.

Step 2 – Choose survey type or opt?out

The wizard then forces the user to choose one of the following options.

1. **Standard internal survey**: sends the normal Advocate Abroad feedback survey by email, used when the service was delivered as planned and the user expects a reasonable to good rating.
2. **Google review survey (where available)**: for some clients (typically with Gmail addresses), offers a Google review option that sends a link so the client can leave a public Google Business review. Internal guidance stresses this should be used only where the lawyer is very confident of a highly positive review, because public criticism can seriously damage future enquiries.
3. **No survey – opt-out (with reason)**: allows the user not to send any survey in sensitive or borderline situations; the wizard requires a reason, such as:
   - “I did not in fact deal with this client”.
   - “Service partly delivered / atypical outcome – survey not appropriate”.
   - “Client potentially unhappy or conflictive – high risk of negative or unfair review”.

   These reasons are stored so Admin can see why no survey went out.

User action: select Standard survey, Google survey, or No survey; if No survey is chosen, select or type the reason before proceeding.

Step 3 – Confirm client contact address

To avoid bounced surveys and “I did not receive the link” complaints, the workflow includes a check that the client has a usable email address.

- If the email field is empty or clearly incorrect, the user is prompted to update Client Details before confirming the survey choice.
- This is particularly important for Google survey links, which require the client to be able to access the email reliably and, ideally, be logged into the correct Google account.

User action: review the client’s email, correct if necessary, then continue.

Step 4 – Record survey choice and update status

- The wizard records the survey type or opt-out and reason against the client record for later reporting (who received which survey, who was excluded, and why).
- It confirms the change of Status to Completed, so the file moves into the “finished work” pool.

- It may log a short automatic comment in Updates Record summarising the change (for example “Service has been completed… survey: Standard” or “Completed – survey not sent, reason: did not deal with client”).

User action: click Finish/Confirm in the wizard; the system then queues and sends the chosen survey automatically (no manual sending needed).

Step 5 – Admin follow?up (context for users)

While not part of the user’s actions inside the wizard, its outputs drive later Admin tasks, such as deciding when to move the record to Closed, investigating missing or problematic surveys, and feeding satisfaction data into performance management.

For the user, the key requirement is: **do not bypass the wizard; always make a deliberate survey choice and ensure payments and Updates are correct before completing the status change.**

6. Closed

What it is / when used

Closed is an administrative closure state used after Admin verifies that work and payments are complete, survey handling is done and Intelliquote or other reporting has been updated.

Admin does this in the Daily Updates List

Main behavioural effects

- Closed records are removed from Current Clients and other active worklists but remain visible in All Clients for historical reference.
- Closed marks the start of GDPR retention periods: anonymisation after roughly 6 months and deletion after roughly 12 months (configurable).

Sub-status: Pending Anonymisation

The Pending Anonymisation sub-status indicates that a record has met GDPR criteria for anonymisation and is queued for anonymisation but not yet processed.

7. Eliminated, Rejected and Unsuitable Enquiry

7.1 What these statuses are

Eliminated is used when a lead is effectively dead from the User's or client's perspective, typically because the price is considered too high, the client has stopped responding despite appropriate follow-up, the User cannot assist with the matter, or the client has chosen another lawyer or service provider.

When a User sets a client record to Eliminated, the platform automatically opens the Elimination Wizard, a mandatory multi-step dialog where the User must confirm the decision, select or enter a specific elimination reason, and complete any required classification questions before the status change is saved.

Rejected is an Admin-level review status applied after a lead has been moved to Eliminated, used internally to record that the lead will not be pursued and to decide whether a post-enquiry survey (for example, "Why did you not proceed?") should be sent.

Unsuitable Enquiry is used where the "lead" is not a valid commercial opportunity at all, for example spam submissions, enquiries for the wrong jurisdiction, or matters clearly outside the scope of services that Advocate Abroad and the network provide.

7.2 When each status should be used

Use Eliminated whenever there was a real enquiry and some possibility of work, but it has become clear that the client will not proceed with the User (for example, the client goes with another lawyer, refuses to pay realistic fees, or repeatedly ignores chasers and reminders); the Elimination Wizard must be completed in full before the record is actually marked as Eliminated.

Use Rejected only from Admin side, after reviewing an Eliminated lead, to mark that it is definitively closed from a marketing perspective and to control whether a satisfaction or "why did you not proceed?" survey is sent to the client; Admin can also adjust the elimination reason or category during this review step if the User's selections in the Elimination Wizard were incomplete or inaccurate.

Use Unsuitable Enquiry where proceeding would not make sense regardless of price or follow-up, such as enquiries in a location where the network has no coverage, obvious non-legal or non-serious requests, or repeated problematic contacts that have already been blocked.

7.3 Main behavioural effects in the CRM

Moving any client record to Eliminated launches the Elimination Wizard and, once completed, stores the selected reason and any structured fields for reporting, quality assurance and optimisation of marketing, pricing and assignment strategies.

Once a record is in Eliminated, all automated follow-up mechanisms for that enquiry stop, including chaser emails, "Didn't Answer" non-responsive sequences, operator prompts and internal Admin reminder emails.

For Direct Service enquiries, setting the status to Eliminated stops all Direct Service follow-ups for that lead but does not clear the internal `isdirectservice` flag, so the enquiry can still be correctly categorised in reports and dashboards.

Enquiries in Eliminated, Rejected or Unsuitable status are excluded from “Current Clients” and similar active-pipeline views, and are subject to GDPR-driven anonymisation or deletion according to the platform’s data-retention rules once the relevant retention period has expired.

7.4 Sub-statuses and NPD linkage

The NPD (Client Not Proceeding) flag is applied where a client declines to proceed before a proper assignment or paid engagement has been created, typically after receiving a quote or initial explanation of services.

When NPD – Client Not Proceeding is selected (either directly or via the Elimination Wizard), the client record’s status is automatically set to Eliminated, while the NPD flag itself is retained separately so that Advocate Abroad can report on volumes and reasons for non-conversion at this stage.

NPD records behave like other Eliminated leads for operational purposes (no further follow-ups, excluded from active lists, subject to retention or anonymisation) but can be filtered and analysed as a distinct subset for business-intelligence and process-improvement work.

Note: NPD (Client Not Proceeding) should not be confused with NPD (Next Progress Date) – see the Next Progress Date section for rules on scheduling and expiry

7.5 Common misunderstandings and notes

Users sometimes confuse Unsuitable Enquiry with Eliminated when a client simply decides not to pay or chooses another lawyer; in such cases the enquiry was suitable, so the correct status is Eliminated (optionally with NPD selected in the Elimination Wizard to capture the conversion failure accurately.

Admin may later change an Eliminated enquiry to Rejected for survey and reporting purposes, but this does not reactivate follow-ups or change historical activity; it only affects internal analytics, post-enquiry communication rules, and how the original Elimination Wizard data is grouped in dashboards.

8. NPD states

8.1 What they are / when used

- **NPD – Awaiting Assignment**: initial intake state where no professional has yet been assigned to the enquiry, either because assignment is pending, an automatic assignment rule did not find a suitable match, or the lead has just been created by an operator and is waiting in the assignment queue.
- **NPD – Unassigned**: the enquiry previously had a designated professional, but that link has been removed (for example, the lawyer left the network, the Enquiry Type or location changed, capacity rules forced de-assignment, or Admin manually removed the user) and the client now requires reassignment.
- **NPD – Client Not Proceeding**: the client has explicitly or implicitly declined to proceed at the pre-assignment or early-contact stage (for example, by rejecting fees, choosing another provider, or confirming loss of interest); the client record's main status is automatically set to Eliminated, but the NPD flag and reason are retained for non-conversion reporting.

8.2 Main behavioural effects

- All NPD states display an orange NPD badge in list views plus a prominent red "No professional designated" banner at the top of the client record, signalling that the matter is not yet owned by any User and must not be treated as an active assigned client.
- From the NPD banner, Admin (and any roles with assignment permissions) can take two primary actions: *Assign User* (open the assignment dialog, select a professional and convert the record out of NPD) or *Mark Not Proceeding* (set NPD – Client Not Proceeding and move the record to Eliminated while capturing a reason).
- NPD – Awaiting Assignment that remains unresolved for 72 hours (or the configured SLA) automatically acquires an Expired badge and appears in the "Expired Clients" / expired NPD views, highlighting it as a priority for Admin triage; the status itself does not auto-change, and no professional is assigned until an explicit assignment action is taken.
- Records in NPD – Awaiting Assignment or NPD – Unassigned do not trigger lawyer-side follow-up automations (no lawyer reminder emails, no "Didn't Answer" sequences) because there is no responsible User, but they may trigger Admin-level alerts or dashboards to prevent leads remaining unallocated.
- Records in NPD – Client Not Proceeding behave operationally like other Eliminated leads (no further client follow-ups, excluded from active client lists, subject to standard data-retention and anonymisation rules) while remaining filterable as a specific NPD segment for conversion analysis.

9. Freeze client

9.1 What it is / when used

The **Freeze** function is a temporary on-hold mechanism that pauses reminder emails, automatic status checks, and unassignment rules for a specific client record without treating the enquiry as

Eliminated or Completed.

It is used when a client explicitly asks to “wait” or “come back later” (for example, while waiting for documents, funds, travel, or a decision), or when the User cannot realistically progress the matter for a short, defined period but expects the enquiry to remain active afterwards.

9.2 Who can freeze and how

Users can request a freeze in 2 ways:

- Simply messaging Admin, (for example, “Can we freeze it until tomorrow at 12:00 Spanish time?”) or
- In the 'All Actions' > 'Yes' > 'The Call was Rescheduled by Client' or 'Waiting to Receive Documentation'.

If the 2nd option is used, the system will notify the User that the client will receive an email notification that a call has been scheduled for the expiry date that they set (this avoids the Users abusing this functionality to set a Freeze Expiry date in 2040 and effectively remove the client record from their list with no need to contact the client further or do updates)

Admin can also apply freezing proactively, for example where a client will be unavailable for calls due to time-zone differences, holidays, or health, or where an automatic unassignment or auto-elimination would otherwise trigger while the lawyer and client have agreed to pause.

9.3 Main behavioural effects

- While frozen, the client record remains in its underlying workflow status (usually *Created*) and is still visible in the User’s client list, but automatic chaser emails, “Didn’t Answer” sequences, and expiry-based auto-elimination rules are suspended until the freeze period ends.
- The Next Progress Date is set to a future date that reflects the agreed “unfreeze” point; until that date passes, the record will not appear as Expired and will not be unassigned or auto-eliminated for inactivity, even if it would normally do so under standard SLA rules.
- Freezing does not interfere with manual actions: Users can still call or email the client, add Updates, change status to Completed or Eliminated, or adjust the Next Progress Date earlier than planned if the client re-engages sooner than expected.

9.4 Interaction with existing statuses

- For newly created or *Created* enquiries where the client cannot be contacted immediately (for example, large time-zone gap or client travelling), freezing prevents the record from being unassigned or auto-eliminated when the initial contact SLA expires, while keeping it in Created until the agreed call window.
- There is no need to Freeze an *Ongoing* status client since these just require the User to set the NPD to an appropriate future date to avoid receiving notifications - there are no

automatic client notifications sent while in *Ongoing* status
- A frozen record is never a substitute for long-term parking statuses such as *Hibernated*; where a service is cyclical (for example, annual tax filing), the correct medium-to-long-term status is Hibernated with its own reminder cycle, while freezing is reserved for short, exceptional pauses inside an otherwise active cycle.

9.5 Common usage patterns

- Short deferral for contact logistics: client and User agree to speak the next day or after a weekend due to time-zone differences or prior commitments; Admin freezes until the agreed date so automatic “no contact” workflows do not fire prematurely.
- Client-initiated temporary hold: client indicates they may proceed “in a few weeks” or “next month” but has not definitively declined; Admin or User arranges a freeze until a specific date, after which the matter is treated again as active and follow-ups resume (or it is moved to Eliminated if there is still no response).
- Payment-dependent work: User does not wish to provide further services until overdue fees are paid, and requests freezing “meanwhile” so that reminders and auto-elimination do not misrepresent the situation while payment is being chased.

10. On Recurring Payments

Indicates that the client is configured as a recurring service (such as monthly tax or accounting) and that recurring payments are expected and tracked.

In practice, it is used together with Hibernated/Ongoing to mark cyclical services; detailed technical rules for when it is first applied are defined at Enquiry Type and workflow level.

11. Daily Updates List (Admin Review Queue)

The **Daily Updates List** is the Admin’s working queue for reviewing and correcting client files that reach key “end of lifecycle” or risk states. Admin checks this list every day and applies the actions described below.

1) Files set to Eliminated by the User

Purpose: ensure Eliminated is appropriate, reasons are correct, and survey logic is applied properly.

- Check the Updates Record and email trail to confirm the client really is not proceeding (price issues, ghosting, unsuitable, duplicated enquiry, etc.).

- Verify that an appropriate **Elimination reason** was selected and adjust if necessary so reporting and Intelliquote remain accurate.
- Decide whether a “rejection” style survey should be sent and, if so, trigger or re-trigger it; alternatively, mark cases where a survey would be unhelpful (conflictive client, mis-assignment, spam).
- If a file was Eliminated in error (for example the client later engages), restore to an active status (typically Ongoing) and update the Next Progress Date.

2) Files set to Completed by the User

Purpose: confirm that Completed has been used correctly and that the Survey Wizard outcome and payments are consistent.

- Check that the service is genuinely finished for that enquiry type (no obvious pending actions in Updates or recent emails).
- Verify that all expected payments are recorded and that declared fees match the work done; if not, query the user before allowing the file to move forward.
- Review the survey decision stored by the Completed Survey Wizard (Standard, Google, or Opt-out with reason) and correct clearly inappropriate choices (for example high-value, obviously happy client marked as “no survey” without justification).
- Once satisfied, move the file on to **Closed** at the appropriate time, which then starts GDPR retention/anonymisation timers and ensures reporting and commissions are finalised.

3) Files with NPD set to > 2 weeks

These are “No Professional Designated” (NPD) or related states where the **Next Progress Date** has been pushed more than two weeks ahead.

- Identify NPD files where the Next Progress Date is unusually far in the future (for example > 2 weeks), especially “NPD – Awaiting Assignment” and “NPD – Unassigned”.
- Decide whether the delay is justified (client asked to wait, seasonal matter, waiting on documents) based on the Updates Record and email history.
- If unjustified, either assign a professional directly (resolving NPD) or shorten the Next Progress Date and instruct Admin/User to contact or formally close as Not Proceeding.
- Monitor NPD files that combine long delays and repeated client contact to avoid “forgotten” or “Expired” experiences without a clear Admin decision.

4) Anonymised files with many emails exchanged

Purpose: detect cases where a record has been anonymised but the interaction level suggests it should have been retained longer for audit, complaint handling, or ongoing relationship reasons.

- Review anonymised records flagged because they contain many emails or long conversations despite being anonymised under GDPR rules.
- Check whether anonymisation timing was correct (for example more than 6–12 months after Closed/Eliminated with no ongoing obligations) or whether the case involved complex, high-risk, or complaint-type interactions that merited longer retention.
- Where patterns show that high-interaction matters are anonymised too early, adjust anonymisation rules and internal guidance (for example require explicit Admin review before anonymising certain categories).
- If anonymisation clearly happened too soon on a still-active or sensitive matter, investigate how to mitigate the operational impact (for example rebuilding context from the professional's own records) and log the incident for process improvement.

Overall, the Daily Updates List is the main control point where Admin ensures that user-driven status changes (Eliminated, Completed, long-dated NPD) and anonymisation decisions are consistent with business rules, reporting needs, and GDPR/audit obligations.

12. Next Progress Date

What the Next Progress Date is

The Next Progress Date is a scheduling field in the Updates tab that records the next calendar date on which the User expects to take action or review progress on a specific client enquiry.

It functions as the primary follow-up reminder mechanism in the CRM, ensuring that each active client record has a clear "next touchpoint" and is not forgotten once initial contact has been made.

How it works in the CRM

For most new enquiries, the system sets an initial Next Progress Date automatically when the record is created or when certain actions occur (for example, after sending an offer email or recording a call result).

Users must then manually update the Next Progress Date each time there is a relevant change in the case (such as a client call, document request, or waiting period for an external decision) so that the follow-up schedule remains accurate.

When the Next Progress Date passes without being updated, the record moves into an "expired" or "needs attention" state in the interface, making it visible to the User and Admin as requiring review and either a new action or a change of status (for example to Eliminated, Hibernated or Completed).

Usage rules and good practice

Whenever a User sets a Next Progress Date more than two weeks in the future, they should add a brief comment in the Updates Record explaining the reason for the delay (for example, “waiting for court date,” “client to return to Spain in three months,” or “awaiting bank decision”). This ensures that Users don't simply set a Next Progress Date of February 1st 2029 and thereby avoid having to ever manually update the client record.

Users are expected to review their client list regularly, paying particular attention to records whose Next Progress Date has expired, and either contact the client, update the date, or decide to close or eliminate the enquiry based on the latest information.

Keeping the Next Progress Date and Updates Record aligned is mandatory for proper client management, internal monitoring and to avoid unnecessary reminder emails or unintended auto-elimination of enquiries that are in fact still active.

Relationship to statuses and automation

The Next Progress Date acts as a trigger point for several background processes, including lists of “expired” files, Admin review workflows and, in some cases, automated messages prompting Users to update or close old enquiries.

For genuinely ongoing files, the User should always push the Next Progress Date into the future rather than allowing it to lapse; for files that will go dormant but may return seasonally or annually (for example, recurring tax clients), it is usually combined with the Hibernated status so that the system can “wake” the record at the appropriate time.

13. Expired Status

What “Expired” means

The Expired status (or “expired clients” category) indicates that the Next Progress Date on a client record has passed without being updated, so the file is overdue for review and follow-up even though its main workflow status may still be Ongoing.

It is a system-driven flag that groups together all active client records where the scheduled follow-up date is in the past, allowing Users and Admin to see at a glance which matters risk being neglected.

How a record becomes Expired

When the calendar date moves beyond the stored Next Progress Date and no new date is set, the CRM automatically moves that record into the expired-clients view while preserving its underlying workflow status (for example, Ongoing, Hibernated, or Pending).

In some configurations, if a record remains expired for longer than a defined grace period, additional automated processes may run, such as eligibility for auto-elimination routines, reminder emails, or admin alerts.

How to use the Expired list

Users should regularly review their expired list, contact or attempt to contact the client where appropriate, add a short status comment in the Updates Record, and then either update the Next Progress Date, close the file (CompletedClosed), or change it to Eliminated if the client is clearly not proceeding.

A client record should not be left indefinitely in Expired status; once reviewed, it must always be moved out of the expired list either by setting a new future Next Progress Date or by changing the workflow status so that the record is no longer treated as an unattended active enquiry.

Relationship to other statuses

Expired is not a final outcome like Completed, Closed, Eliminated, Rejected or Hibernated; it is a temporary attention state that can coexist with an underlying Ongoing status until the User decides what should happen next.

Good practice is to ensure that genuinely active clients remain Ongoing with a future Next Progress Date, recurring clients are set to Hibernated with system wake-up dates, and only files that are truly finished or abandoned are moved out of the active pipeline, so that the expired list reflects genuine follow-up failures rather than normal long-running cases.

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