

MERCANTILE

AI Playbook for

Law Firms.

How to move faster, reclaim billable hours, and run a tighter practice with AI. Without making the news.

40%

Of an attorney's week
is non-billable admin

10+

Hours recovered per
attorney per week

48%

Of firms say AI is a
priority this year

Start here.

Three things to try right now.

No client data required. No hallucinated case law. Just try it.

1

Build a revenue report in 60 seconds.

60 seconds

Export last month's time entries to a CSV (redact any client names first). Upload to claude.ai. Type: "Break this down by matter type and attorney. Show me who's billing the most and which matters are overdue."

2

Generate deposition questions.

90 seconds

Paste a witness statement or declaration. Type: "Generate 20 deposition questions designed to expose inconsistencies and gaps in this statement." Hours of prep work done before you finish your coffee.

3

Build a case timeline in seconds.

2 minutes

Paste scattered dates, events, and notes from a case file. Type: "Organize into a clean chronological timeline with dates, events, and parties involved." Trial prep that used to take an afternoon.

Now imagine this across your entire firm.

That's where Mercantile comes in.

A typical Monday.

Before and after.

BEFORE AI

7:30 AM

New client inquiry came in overnight. Sits in the inbox until someone gets to it. By then, they called another firm.

9:00 AM

Attorney preps for a hearing. Spends 45 minutes reading through a case file looking for the three details that actually matter.

11:00 AM

Paralegal manually formats a demand letter from attorney notes. Three rounds of edits. Takes most of the morning.

1:00 PM

Three clients call asking for updates. Office manager takes messages. Attorney calls back between tasks. Two go to voicemail.

4:00 PM

Attorney reconstructs the day for time entries. Forgets a 20-minute call and a research session. Billable hours left on the table.

5:30 PM

No new Google reviews this month. Website hasn't been updated in a year. Referrals are the only marketing that works.

AFTER AI

7:30 AM

Automated intake response went out instantly. Client info captured and routed to the right attorney. Consultation booked by 8 AM.

9:00 AM

AI-generated case summary with key facts, timeline, and relevant arguments waiting in the file. Prep takes 10 minutes.

11:00 AM

AI drafts the letter from a template and notes. Paralegal reviews and finalizes in 15 minutes. Attorney approves once.

1:00 PM

Automated status updates went out this morning based on case milestones. Clients already have the info they called about.

4:00 PM

Time entries auto-drafted from calendar, call logs, and document activity. Attorney reviews and submits in 5 minutes.

5:30 PM

Review requests sent after every closed matter. Blog post published this week. Firm shows up when people search.

Your firm loses 30+ hours a week doing work AI can do in minutes.

1

Client Intake & Follow-Up

Automated responses, intake routing, and status updates that keep clients informed without your team chasing every call and email.

8 hrs/wk >> 2 hrs/wk

\$18K/yr saved

2

Document Drafting & Review

AI drafts from templates and notes. Paralegals review instead of starting from scratch. Attorneys approve once instead of editing three times.

10 hrs/wk >> 4 hrs/wk

\$20K/yr saved

3

Billing & Time Entry

Time entries auto-drafted from calendar, calls, and document activity. No more reconstructing your day at 6 PM. Fewer billable hours left on the table.

5 hrs/wk >> 1 hr/wk

\$12K/yr saved

4

Legal Research & Analysis

AI summarizes statutes, analyzes filings, and synthesizes arguments. Your attorneys still verify everything. They just get there faster.

6 hrs/wk >> 2 hrs/wk

\$14K/yr saved

5

Marketing & Client Development

Blog posts, review requests, and website content generated consistently. Your firm stays visible without anyone adding it to their to-do list.

4 hrs/wk >> 1 hr/wk

\$8K/yr saved

Your AI tools.

Built and managed for you.

Mercantile evaluates your firm, recommends the right tools, and handles implementation and management. You just practice.

Claude AI

The engine behind everything. Research analysis, document drafting, case summaries, client communications, and content creation. Your team uses it daily.

Fireflies.ai

AI notetaker for internal meetings and consultations. Transcribes, summarizes, and tracks action items so nothing falls through the cracks.

Clio

Practice management that connects to everything. Time tracking, billing, client portal, and case management in one place.

n8n

Workflow automation connecting your practice management, email, calendar, and intake forms. Can be self-hosted for firms with strict data requirements.

ChatGPT

A second AI option for different workflows. Some tasks work better across different tools. Mercantile helps you know which to use when.

How Mercantile works.

Operations expertise meets AI.

Mercantile doesn't practice law. Mercantile makes your practice run better. Built on 10+ years of business operations experience across client-driven industries with tight timelines and teams too busy doing the work to fix how the work gets done. Not a legal tech vendor. An operations partner that understands AI.

1

Discovery & Strategy

Mercantile looks at how your firm runs today. Where the time goes, what's manual that shouldn't be, and where AI fits without putting client data at risk.

2

Build & Implement

Mercantile handles setup, configuration, and rollout. Your team doesn't learn new software. They just start using it.

3

Stay Current & Scale

AI moves fast. Mercantile keeps your operation on the latest tools and workflows so you're always ahead, not catching up.

MERCANTILE

Ready to see what your firm is leaving on the table?

This is a lot to take on alone. That's where Mercantile comes in.
Book a call and I'll look at how your firm actually runs,
show you where AI fits, and what it's worth to fix.

<https://workwithmerc.as.me>

tap to book your call

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