

# Increasing Efficiency in Online Pro Bono Communication



Team 19: ANOVA one bites the dust  
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# NLP Search Engine:

## Motivation:

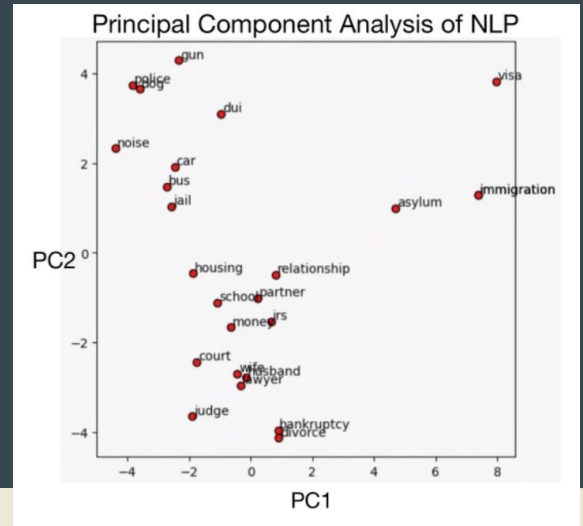
- “Many lawyers cannot spare the time to adequately learn new subject areas in order to provide competent pro bono representation” (Illinois State Bar Association, 2017)
- Goal: Allow lawyers & clients to communicate more efficiently & effectively



2015 Reuter’s Poll of Small & Medium Sized Enterprises: (Reuter’s, 2015)

95-97% of respondents rated good customer service, communication/proactivity, approachability of the solicitor as fairly or very important.

“10% of respondents cited understanding of the client’s business or industry sector as their biggest frustration.”

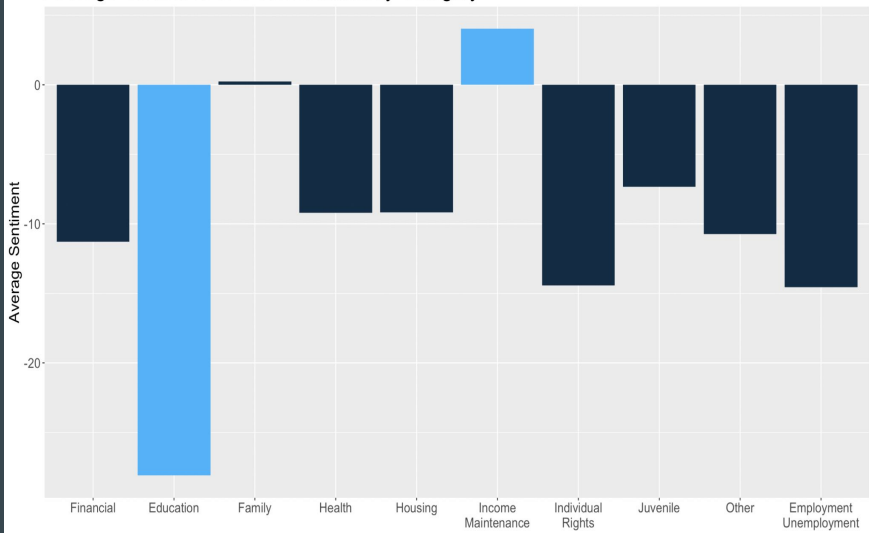


Search("mortgage")  
✓ 4.7s

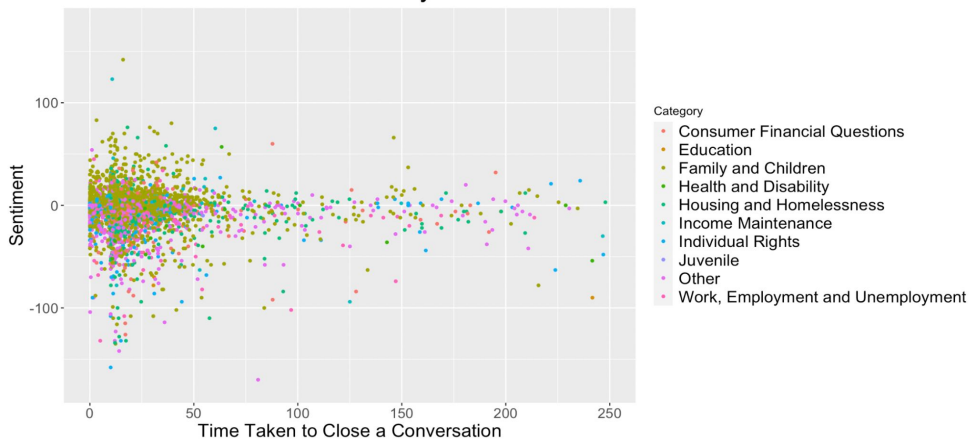
Returned messages redacted due to privacy concerns.  
Returned messages include words: “home”, “loan”, “payments”, “interest”, “lease”, “financial”, “debt”

# Sentiment Analysis

## Average Sentiment of a Conversation by Category



## Sentiment of a Conversation by Time Taken to Close a Conversation



## Average Sentiment of a Conversation by Time of Day

