

How Taskrabbit's Legal Team Achieved 99% Adoption on Day One

When legal is at the forefront of AI adoption, other departments notice. Taskrabbit achieved overnight adoption of their legal intake and work management solution powered by Coheso. By replacing emails, ad hoc Slack messages, and static resources with a dynamic AI tool in Slack that answers questions and raises requests from a simple conversation, Taskrabbit's legal team is changing how the entire company engages with legal.

A Legal Team with Global Scope

Taskrabbit connects people with experienced Taskers for everyday home services, operating across all 50 US states as well as Canada, the UK, France, Germany, Italy, Spain, and Portugal. Behind this marketplace, the legal team supports the full scope of the business, from commercial contracts to marketing reviews and customer escalations.

When the Taskrabbit legal team set out to evaluate how the legal team could deliver more value with limited resources, they started with a full assessment of Taskrabbit's legal operations system.

"It was really impactful to step back and think about the process, how we complete the work, how the business asks for legal help, and what the ideal system would look like."

— Fred Braunstein, Principal Counsel, Taskrabbit

The team evaluated 16 areas of legal operations, ranked them by priority areas, and separated what could be addressed with existing resources from what would require outside investment. Four areas rose to the top: intake, self-service, work allocation, and metrics.

Ad Hoc Processes and a Talented Team Masked Gaps

Before the assessment, the legal team operated like many others. Legal requests arrived through a shared email, Slack messages, and Google Doc tags. There was no structured process for how work reached individual team members, and no visibility into what was missed. The team absorbed the gaps in the system the best they could.

The intake problem was compounded by how Taskrabbit operates. The company's business culture runs on Slack. A significant number of employees work almost exclusively in Slack. Sending an email to the legal team meant leaving the environment where most people spend their workday, which created a barrier to engagement.

The team had invested in creating self-help resources on Confluence, including contract templates, process guides, and legal FAQs. Confluence tracking showed those pages were underutilized.

Work allocation created its own friction. When requests did arrive, ownership over particular requests was sometimes unclear.

Without any tracking, the team had no view into what departments were engaging legal, where gaps existed, whether team members were getting the right development opportunities, or how to make a data-informed case for the work legal was delivering.

"We didn't have a great sense of what everyone on the legal team was working on. On the business side, it wasn't clear to us where the gaps were in self-help resources, and we couldn't credibly distinguish departments that relied heavily on legal from those that weren't talking to us enough."

— Fred Braunstein, Principal Counsel, Taskrabbit

Ten Demos Helped Taskrabbit Find the Right Fit

The Taskrabbit legal team took a methodical approach to vendor selection, starting with conversations at the ACC conference and discussions with legal ops professionals. From a larger initial list, they conducted demos with 10 vendors across a variety of categories.

Several factors distinguished Coheso from others in the space. The form builder was simple and intuitive compared to complex visual workflows available through other providers. The platform overall was well designed and felt like a solution that the team could easily implement.

The deciding factor was Slack. Taskrabbit employees work from and prefer to ask their questions in Slack. The team worried that any tool that required employees to leave Slack would struggle to gain traction. For legal's rollout to succeed, the solution needed to live where the business already worked.

"To get good buy-in, we needed the solution to have a deep Slack integration. Coheso was the most aligned on that product vision, and that has been the reason it has been successful for us."

— Fred Braunstein, Principal Counsel, Taskrabbit

Immediate Adoption Validated the Slack Approach

The team designed the rollout to meet the business where they spend their workdays. The entire company was added to a Slack channel connected to Coheso. Within 30 minutes, the first legal question came in

"We had more or less overnight adoption at 99% from launch. I told my team it would take six months to a year for people to start really using this. It happened on day one."

— Fred Braunstein, Principal Counsel, Taskrabbit

What the team did not anticipate was that they would see an increase in legal queries. By removing friction from the process of reaching legal, the team surfaced questions that had always existed but never had a clear path. Junior employees, in particular, began interacting with legal directly through Slack, asking questions freely in a way that felt natural within the company's communication culture.

"What we unintentionally did was lower the bar to seeking legal advice at our company. Before, people had an uncertain process of who to ask and how to ask for legal help. Now, they're directly interacting with our department through Slack and asking questions freely. It just feels natural."

— Fred Braunstein, Principal Counsel, Taskrabbit

A Public Channel Changed How People Engage Legal

One of the most unexpected outcomes has been the impact of requests made in public Slack channels. While Coheso supports private DMs and private Slack channels for sensitive legal issues, many process and commercial questions are relevant to entire teams, and the shared visibility has been incredibly valuable. When someone asks a question in a public Slack channel,

others add emoji reactions to signal they want the answer too. Legal's responses, delivered from inside Coheso's work management platform, sync back to the original thread. The guidance reaches everyone watching.

"We're getting legal advice out to more people than we ever were before. We never had a public forum for people to ask questions that other people would witness."

— Fred Braunstein, Principal Counsel, Taskrabbit

This visibility has produced a secondary effect that no training program or policy memo had achieved. Business users now see what types of work get submitted for legal review, and it's reinforcing the behaviors the legal team had been trying to encourage for years, like running external communications through legal before sending them.

"People are seeing what's being submitted for legal review, and it's reinforcing practices we were trying to get the business to adopt. Just telling people 'you should do this' wasn't effective. Now there's a public forum where they can see it happening, and that reinforces the behavior on its own."

— Fred Braunstein, Principal Counsel, Taskrabbit

Simple, Intentional Form Design

The team was deliberate about keeping every interaction as frictionless as possible. Taskrabbit's Coheso instance uses eight active intake forms covering general legal advice, document and copy review, customer service escalations, new partnerships, procurement escalations, NDA generation, other contract generation, and a feedback form. Most forms ask for only the essentials, including due date, a description of the request, and any attachments.

The team intentionally kept the forms shorter than other intake processes he had seen across the company. The customer service escalation form replaced a legacy Google Form that legal had no control over. The contract generation forms consolidated what could have been a complicated template selection process into a simple, intuitive flow that returns completed contracts directly in Slack.

"We were really intentional about lowering friction wherever we could. The forms are exceptionally short. We're just trying to make it as easy as possible for people."

— Fred Braunstein, Principal Counsel, Taskrabbit

Self-Service Resolution Rates Climb and Visibility Improves

Coheso's AI self-service now handles over a quarter of all Slack inquiries, and that proportion is increasing. The resources that had been sitting largely unused on Confluence now power answers to routine questions. Coheso's AI gave them a second life, surfacing them in response to real questions and revealing where gaps in the knowledge base still existed. The team also uploaded their platform Terms of Service, which enabled AI to handle a high volume of questions about contract terms.

Within roughly 3.5 months of launch, the team logged 297 total Coheso interactions through Slack. Of those, 211 were escalated to legal as requests and 86 were resolved by AI.

"The AI is handling more than a quarter of inquiries now through Slack, and that number keeps climbing."

— Fred Braunstein, Principal Counsel, Taskrabbit

An unexpected benefit emerged during testing. Running Coheso's AI capabilities against existing self-help documents surfaced errors and contradictions the team hadn't caught. The AI revealed gaps in the documentation, and fixing those gaps made the AI more effective. The system and its knowledge base are improving in tandem.

The system has been particularly valuable for Taskrabbit's paralegal, who was previously responsible for tracking every email to confirm it had been responded to, without visibility into who had handled what. Coheso gave her a centralized view of all requests and their status, significantly reducing that overhead.

The legal team has adapted well. Structured intake replaced fragmented processes and the data the system generates is giving the team visibility they never had into workload distribution, request types, and departmental engagement patterns.

Supportive Onboarding Bolstered Success

One of the distinguishing aspects of the implementation has been how closely Coheso has partnered with Taskrabbit throughout the process. From contract signing through launch and beyond, the teams have held weekly calls. Coheso has been available over email with near-

immediate response times and conducted training sessions with both the legal team and the broader business.

The collaboration has been genuinely two-directional. Taskrabbit's feedback on Slack integration helped Coheso prioritize capabilities that strengthened the platform across its client base. Features that were critical to Taskrabbit's Slack-native rollout are now part of the core product. The relationship has shaped the roadmap in ways that benefit both sides.

"It's been an incredible working relationship. From talking to other legal ops professionals, I know that this level of customer support is unique."

— Fred Braunstein, Principal Counsel, Taskrabbit

Taskrabbit connects people with experienced Taskers for everyday home services. Their legal team leveraged Coheso to launch a Slack-native legal front door that achieved 99% adoption on day one. Within 3.5 months, AI was resolving more than a quarter of all Slack inquiries.