# Multi-site Law Firm

## Challenges

Law firm IT departments are similar to other sectors of the economy. They're under pressure to deliver more with less and still contribute to the success of the law firm. With a limited IT staff and outsourced consultants across a variety of locations, systems were inconsistently updated and poorly maintained.

In the legal sector, a majority of work is done over the phone. Clients expect professional service and expect it to be easy to reach legal contacts whenever required.

**The firm found they were stuck making a choice between personal relationships, which would require more desk time, or sending clients to voicemail and support staff, destroying the accessibility that clients expect.**

One of the key barometers by which clients measure law firm performance and overall satisfaction is 'personal relationships'.

The firm had no disaster recovery path. In fact, an outage in a transmission line connecting an on-premise phone system to the public switched network left one office without phone service for days.

Much of the firm's work was performed at client offices, courtroom hearings, and other remote locations. But there was no way for team members to interact seamlessly with office communication systems and maintain peak productivity on the go. Respondents to a 2015 survey by Arkadin, said that nearly two-thirds of respondents agreed that their people were more tied to their desks more than they should be.

The firm was unable to efficiently perform collaborative meetings with the various offices of their firm, and those challenges became even more evident when they would like to collaborate externally with clients, other attorneys, or experts. Costing time and money and reducing their competitive advantage to win new clients.

Complex cases require the tracking of time spent on the phone, logging calls and sometimes recording calls. The firm found that these tasks were cumbersome, required special software and were simply not as easy to use and search out information and recordings as needed.

This commercial law firm has a team of 170 employees based at more than a dozen regional offices. The company had invested in on-premise phone systems for each of its locations but faced costly and complex issues with maintenance.

**71%**

**OF SURVEY RESPONDANTS**

In a 2016 InsideLegal Technology Purchasing Survey cited business continuity as the most compelling reason to embrace cloud-based technologies.

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## The Solution

The firm moved to a cloud-based unified communications and collaboration platform hosted by a service provider — achieving much- needed protection against outages and expanding communications technology delivered to its team.

The firm adopted the receptionist console, integrated auto attendant, and incorporated the mobile capabilities of their UCC allowing their team to be reached on-the-go as well as host collaborative audio, video and screen-shared meetings with clients, other attorneys, and experts — all for less money spent to maintain and scale its previous on-premise phone systems. The firm also chose to add on the call recording functionality to round out the solution for their needs.

## The Results

**Work-from-anywhere capability.** Utilizing the receptionist console, which allows routing and has call status indicators, has allowed the firm to have one receptionist at any location to support attorneys across all sites. Now their team is always plugged into the office and have a consistent user experience and the same set of capabilities whether they use a desk phone, laptop, smartphone or tablet – in the office or out.

**Improved client relationships.** Team members can now make outbound calls from their mobile devices using their office phone number, eliminating the need for clients to have your personal contact information. Ensuring calls are answered quickly and get through to the right person, regardless of location, with access to the right information to help the client.

**Collaboration has never been simpler.** Voice and video communications including conferencing and collaboration tools has made it easy for teams, both internal and external, to share information and make informed decisions to help move legal case work along.

**Expanded support and managed updates.** Now an entirely managed service allows them to focus on their core business and let their service provider worry about how to make meet business needs. Their managed solution includes the security and software updates required to protect against the newest types of intrusions and attacks and reduced the need to hire outside consultants.

**One source for everything and easily scalable.** Multiple vendors were reduced down to a single source by managing all UCC from a single platform and provider all on one bill. Now when issues happen, the firm makes one phone call to solve any problem. The firm's new hosted architecture is easily scaled by simply adding new seats. Phones and other communication devices are "plug and play."

**"Always on" service.** In the event of an outage, calls are now transparently transitioned from one cloud network node to another for continuous connectivity. Likewise, in the event of a local service outage, the phone system is setup to default to mobile solutions providing immediate an immediate backup solution.

**Added features to gain call detail reporting and call recording.** The firm chose to add on additional features which allow them to easily bill their clients for time spent on the phone and record calls to provide evidence in the case of client disputes, and for staff training. Call recording can be initiated, even mid-call, from any device and can be downloaded and archived.

**28%** **OF LAW FIRMS**
surveyed said that they purchased or upgraded their communications solution in the past 12 months.

### About Birch

Birch is a leading communications, network, cloud and IT solutions provider celebrating over 20 years in business. Recognized for exceptional customer experience, Birch delivers cost-effective solutions that assist small, mid-sized, enterprise and wholesale businesses increase productivity.

For more information, visit www.birch.com.

## Source(s)

2016 InsideLegal Technology Purchasing Survey. http://insidelegal.typepad.com/files/2016_ILTA_InsideLegal_ Technology_Purchasing_Survey.pdf