



Empower Your Law Firm
with Your Next Phone System

CISCO SMB CLASS SOLUTIONS

Law Firm Boosts Client Service and its Bottom Line

Hahn & Hessen, LLP, a New York City law firm, is using a Cisco IP Communications solution to improve both its client service and its bottom line.

Thanks to its Cisco IP Communications system, the firm has eliminated conference-calling bridge service charges of about US\$3,000 per month and has eliminated outside support and maintenance costs, according to Nicholas Lucenko, the firm's information technology manager.

Moreover, because it now handles system administration in-house, Lucenko says, the company has significantly enhanced its ability to be responsive to its clients. For example, Lucenko says the time it takes to resolve a service call has been reduced from several days to a few minutes.

Meeting Clientele Expectations

A firm of 47 attorneys and 40 support staff, Hahn & Hessen specializes in legal services for financial services firms—organizations that are often early adopters of communications and information technology, notes Lucenko.

When Hahn & Hessen needed to replace an antiquated phone system lacking modern calling features, he says, it wanted to meet the sophisticated technology expectations of its primary clientele. To meet its clients' standards, the firm chose a multifunction Cisco IP Communications system.

The Cisco IP Communications solution integrates the firm's phone system, including 200 handsets, with its computer network.

"Now, attorneys and staff can retrieve messages in voicemail, e-mail, or fax format from a common mailbox," says Lucenko "This saves them the both the time and trouble of having to check multiple inboxes repeatedly during the day."

In addition, calls can be forwarded to a cell phone, home phone, or other location, so attorneys can remain accessible wherever they happen to be.

On-Net Calling Reduces Costs

The system has been beneficial in other ways as well. Many of Hahn & Hessen attorneys use Cisco "softphones," which are telephony PC applications that run on laptop computers. When out of the office, the attorneys can use softphones to access the corporate phone system across an encrypted Internet connection.

A Guide for the Legal Industry

Is your telephone system soon due for a replacement or upgrade? If so, you have a golden opportunity to increase your firm's profitability, the productivity of your legal staff, and client satisfaction.

It pays to move to a communications solution that lets the legal and support staff do much more than just conduct phone calls, particularly if its one that will change and grow your business.

The latest technology in communications systems will allow your staff to:

- Boost responsiveness to clients
- Deliver a higher level of service to clients through better collaboration
- Increase profitability of the firm by eliminating dial-up toll charges
- Automate phone-centric administrative billing and management tasks
- Streamline your operations workload and reduce associated costs

Getting this kind of performance out of your phone system is now both possible and affordable. All you need is a modern communications solution and accompanying plug-and-play phones.

Increase Profitability

Newer communications systems are particularly impressive when it comes to providing a return on your investment (ROI). Because they integrate with your computer system and Web applications, you have only one communications network to administer.

In addition, these systems save you money by allowing you to bypass public telephone network toll charges by using the Internet or other alternative network service to make interoffice calls. For example, Preston Gates & Ellis, a Seattle, Washington-based law firm, recouped its entire investment in a new system based on audioconferencing service charges alone when it migrated from traditional teleconferencing services to a Web-based teleconference application. The firm saw a complete ROI within 12 months of the new system's installation.

Finally, because business phones are connected to your network, there are no operations costs incurred when a staff member moves from one office or building to another or when new employees join the firm. Adding or moving an extension is a simple as plugging in a new phone.

In addition to these cost savings, newer communications solutions offer the kinds of productivity benefits that help law firms improve service in the area that most directly affects their bottom lines: directly with their clients. Improved communications can improve client satisfaction and, as a result, drive new revenue.

As a result, they can make phone calls from their laptops exactly as though they were at their local extensions. Their own custom speed dials and other feature settings remain in place.

Because both incoming and outgoing remote calls actually travel via the corporate phone system, off-net cell phone and dial-up costs are eliminated as well.

The firm has also combined its Cisco IP Communications solution with its customer relationship management (CRM) system to track local and remote calls, Lucenko explains. This allows phone charges to be directly integrated into client bills, as appropriate.

By installing an integrated voice and data Cisco IP Communications solution, Hahn & Hessen has remade itself into a modern, highly responsive organization. The integrated Cisco solution supports multiple new capabilities while helping the firm reduce the total cost of ownership of its communications network.

Increase Client Satisfaction and Responsiveness

The latest technology in business phones empower attorneys and other legal staff to do much more than simply make and receive calls.

The new phones allow attorneys to more easily collaborate with clients—both in the office and out of the office. Whether they're working from multiple office sites, or from their home offices, your attorneys can have access the full functionality of their desk phones anywhere on your converged voice and data network.

Both wireless and wired, extensions follow users wherever they go as long as they remain on your company's network. Attorneys can even use their handsets to send text messages and tap into relevant data—all useful tools in a lawyer's ability to provide on-the-spot service to a client.

Similarly, calls can be transparently forwarded to cell phones, home offices, or other numbers, further boosting your client's ability to access your staff, quickly and easily.

In addition to being more accessible, attorneys and support staff can be more responsive while on the phone with a client because they gain instant access to client records as a call comes in.

With the integration of Customer Relationship Management into your converged communications solution, clients' records appear on an employee's PC screen the instant a call arrives. The software can also streamline client billing, as the duration of the calls can be tracked and used to accurately account for time spent with clients.

Collaborate More Efficiently

Today's communications systems carry voice traffic across the same communications network that carries computer-based information such as e-mail, allowing your phone system to connect to your Web-based data applications as well.

Now, attorneys, clients, subject matter experts, and associates cooperate much more efficiently on projects. During meetings, legal staff can access information from the firm's computers and conduct LexisNexis™ searches to conduct critical research for decisions and briefs—all via the display on their phone handsets.

By improving their collaboration, your staff turns around its caseloads faster. This improves service to clients while freeing professionals to take on additional cases that improve the bottom line.

Increase Productivity

Phone-based personal productivity applications also save your attorneys, paralegals, and associates time that can be used for other tasks. The result is increased overall billings.

Attorneys and other staff can check their online calendars on their phone displays while talking on the phone. They can retrieve voice mail, e-mail, and fax messages from a single unified inbox in whichever of these formats they prefer. Industry studies indicate productivity gains which can save an employee as much as 30 minutes a day. These productivity gains translate into faster response time to clients and greater profitability for your firm.

Finally, your new communications solution can empower your clients to help themselves. The solutions can be used to create an interface through which clients can access information on their cases via the Internet, at their convenience—without requiring human resources to be available. A well-designed system naturally integrates automatic call distribution (ACD), interactive voice response (IVR), live phone conversations, and your Web site to form a customer self-service center.

Think Cisco

IP Communications solutions from Cisco Systems® provide business-productivity enhancements and contact center applications that are both flexible and easy to deploy.

Previously, private branch exchange (PBX) and key systems were created using a single supplier's proprietary technology. As a result, trying to integrate enhanced applications was both difficult and expensive—particularly for firms with limited IT budgets and staff.

However, Cisco IP phones can use any applications developed with an open, industry-standard application interface called extensible markup language (XML). You simply store your XML-based applications on a computer that you attach to the same network as your Cisco IP Communications solution, without the need for special hardware to integrate the applications.

As you consider your options for getting the most out of your next communications system, keep in mind that Cisco IP Communications solutions enable you to benefit from merging phone calls with computer information. With Cisco IP Communications solutions, you manage a single platform for which many third-party applications will continue to be developed for the legal industry. Once you deploy your Cisco solution, your communications network gets simpler.

Finally, by choosing Cisco technology, you are choosing to work with a leader and innovator with a long and respected history in the industry.

To learn more about how to make the most out of your next communications solution, contact your Cisco Systems® IP Communications partner or representative. To locate a Cisco partner in your area, visit

www.cisco.com/go/findapartner

To obtain additional information on Cisco legal solutions visit www.cisco.com/go/legal



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