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# The 2020 Law Firm Communications Planner



## How communications can improve your law firm management

Smart communications will help you build brilliant end-to-end client experiences.

How do you create a roadmap for cost effective improvement plans for the firm's team, excellence and broader organisational requirements?

We've been working with law firms since 2007, helping hundreds of firms build better client outcomes through improved team collaboration.

So how can our technical expertise help drive better successful business outcomes?

## Improving experiences through better conversations

Your phone system can have a big impact on client experience. Each firm should ensure their telephone system, at the very least, reaches industry standards we have mapped out for you overleaf.

These changes can be a vital foundation to the exceptional client experience journey; improving client satisfaction, repeat bookings, staff productivity and a happier culture.

## Start here

We've designed a minimum specification document with customer service at the heart of it. If your system does not match the minimum specification criteria, Solution IP will attend your sites to provide a free consultation to review the existing set up and discuss potential improvements.

Visit [www.solutionip.co.uk/lawfirm](http://www.solutionip.co.uk/lawfirm)

# Start with the big picture

**This Law Firm Plan details the steps to effectively navigating the strategy to planning communications systems and technology adoption.**

## WHAT YOU WILL LEARN:

- + **Why law firms must invest in their team communications**
- + **What are the risks of outdated systems?**
- + **Why communications planning beyond contract renewals is crucial**

## STRATEGY

### Know your growth strategy?

There are many ways law firms are planning to survive, adapt and thrive in 2020. Whether you are investing in team growth through mergers and acquisition, optimising your core commercial capabilities such as marketing and pricing or pursuing a diversified approach to growth. Understanding the vision over the next 3 to 5 years will support better communications technology adoption.

- ☐ ☐ **CAPTURE THIS!** Before your procurement review, define your different goals; growth, operational efficiency, cost savings, market share and working environment.


### Management information to hand?


Telecoms has changed and access to management information can support better decision making. Are you missing revenue opportunities? Are you providing high levels of client service? Do you have adequate resource for inbound call management over a busy period?

-  **TECH WITH BUILT-IN MI REPORTING** can include engaged calls, missed calls, busiest periods, managing resource, call answering times etc.

### Forecasting and budget planning

IT budgeting is a critical aspect of firm managers duties whether you are managing multiple sites through procurement frameworks or head up a single firm. Are you looking to reduce costs? Are you looking to invest in improving efficiencies/ client experience?

-  **START HERE.** Are you still paying for phone calls? This is a good indicator that your systems are outdated and you're poised for a review on telecoms.

-  **THINK LONG TERM** Capex v Opex? Whether you want to batten down the hatches for uncertain economic times or become more scalable for multi-location growth, adopting different commercial strategies will enable you to scale workforce communications up or down, leading to better cost management.

## PEOPLE

### Can your team be flexible and responsive to higher owner expectations?

Better client engagement is increasingly dependent on seamless operational processes. The challenge of appointment bookings or ongoing client relationship management means you need to flex with the expectations of your clients and team. Many firm managers are seeing disjointed systems and legacy phone systems aren't fit for purpose in today's modern law firm.



### FOCUS ON COMMUNICATIONS PROCESSES

As expectations of standards and service continue to rise, law firms will only benefit from integrated systems and tech through each stage from client experience or team collaboration. Map the user experience and track tech requirements through each step.

### Your team, better connected

With a multitude of goals for improved productivity and working anywhere, anytime, the demands on modern law firms can, within a couple of years, outstrip existing systems and technology.



**MOBILE WORKFORCE?** Is the team based over more than one site? Work remotely or home-based?



### KNOW YOUR TEAMS' COMMUNICATIONS ESSENTIALS!

How has your team evolved, and will this continue to change? How do your different departments collaborate/interact with each other? Does everyone have clear visibility of their colleagues?

### Our team is your team

The law firms we work with have multiple requirements of their suppliers from project management, negotiating supplier pricing on their behalf, disaster recovery plans and much more.



**THINK ABOUT.** What response times do you need if something went wrong? What are your opening hours, and do you have appropriate cover?



**CONVERGENCE A PRIORITY?** Is one point of contact important to you?

## SYSTEMS

### Disaster recovery

How much would it cost your business if your phone lines went down for a day? Or a week? Can you afford a loss of connectivity? The list of events that can impact your business is long: power cuts, security threats and severe weather are only some of the factors that could lead to lost work days, putting your business and reputation at risk.

An effective Disaster Recovery Solution can help protect you from the consequences of a system failure, including data loss, lost calls and, as a result, lost business.

### Can't do without internet connectivity?

Consider leased lines, also known as Dedicated Internet Access or Ethernet. We'll take you through what they are and how they work.

### Can't do without phones?

SIP trunking and hosted phone systems will support rerouting and your business continuity plans.

### Handsets

Our range of flexible, capable Avaya, Mitel, Polycom and Yealink handsets, IP desk phones and headsets encourage comfort, productivity and collaboration.

How are your inbound calls being handled?

Reception consoles or operator consoles where the systems are integrated, means that calls to a single number are rotated between offices, each with the ability to see who is available at the other locations to take a call.

Does your current hardware support unified communications or are you just looking for desk phones, mobiles or cordless phones? Will headsets support better call volumes?

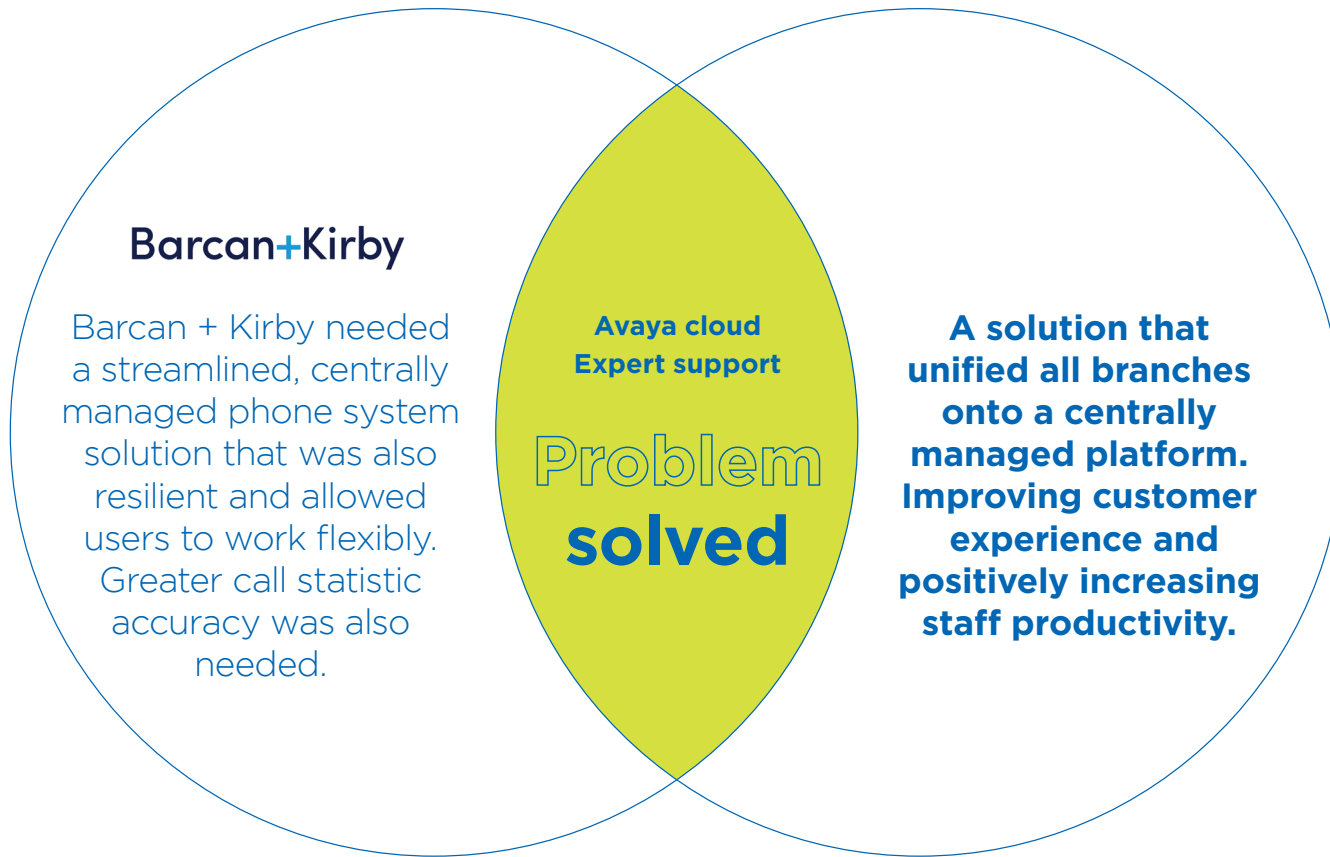
## LET'S START HERE

- + **Audit your current communications – where are there improvement opportunities?**
- + **What is our communications goal?**
- + **Are we effectively communicating to our key audiences?**
- + **How can we make our communication efforts better?**
- + **Telephone numbers: Do you need more lines?**
- + **Current internal cabling? Get an ICT engineer to assess current cabling and whether it will support your communications plans.**
- + **Alarm lines / PDQ machines? Is there additional invisible infrastructure beyond telecoms in place. Is it secure and well managed?**

## WHAT TO DO NEXT

Go to:

[www.solutionip.co.uk/lawfirm](http://www.solutionip.co.uk/lawfirm)  
for the next steps in your system design. We'll give you information on how to design brilliant vet practice communications.



Solution IP clearly understood our business. They designed a solution that matched our objectives and business requirements. Everything was fully managed from start to finish, and the training they provided our firm was excellent. They ensured that all staff were comfortable with the new handsets, and that our business understood all the functionality and setup of the system. The aftercare support is as good as the installation was. We are extremely happy with Solution IP, and look forward to continuing to work with them.”

**Stuart Ashpole**  
IT & Facilities Manager, Barcan + Kirby



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Solution IP has been working with law firms as a preferred supplier for nearly 13 years. We have extensive knowledge of the procurement and installation process having worked with senior leads and IT project team.

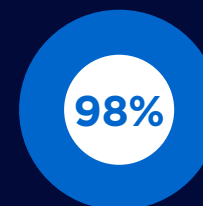
### Our service management scores



Calls answered within 3 rings



Responded to within SLA



Resolved to within SLA

Contact our team:

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www.solutionip.co.uk/lawfirm

to download a brochure, book an appointment or request a quote.