Magic

What can contribute most to the delivery of the major requirements of our law firm business? These are the prime challenges that face us all

- Working Capital
  - Time, billing, cash collection
- Enhanced Profitability
  - Efficiency and productivity
  - Division of labour
  - Flexible working
  - Business continuity and DR
- Risk management and compliance
  - Process
  - Triggers
  - Business continuity and DR
- Client retention and development
  - All of the above and communication
- New business acquisition
  - Marketing – mail, web site, social media
  - Effective quotation and conversion
- Staff development and retention
  - Processes and precedents
  - Anytime anywhere working
  - Objectives, targets and appraisal
- Effective management
  - Management information and business intelligence
  - KPIs
  - Targeting and forecasting

The core to delivering all of the above is the Magic of IT.

Without doubt, if we are to have successful law firms we have to abolish the old fashioned view that IT is an overhead and regard it as a profit generator.

IT needs to be related and understood against our business strategy, business plans, short medium and long term objectives and targets. It is essential that there is a willing adoption by all in the practice and this includes the exploitation of developments/enhancements and a great and collaborative working relationship with vendors to ensure significant returns on investment.

It is a topic I have been asked to talk about at the Legal 360 Conference in early October.

Assuming there are enough wizards to go around - many believe that the real magic is the benefit of liberation so it is worth getting to know and understand. When you start to look you will be very surprised at how little of the available resource is being utilised.

You will recall at how shocked many of you have been at things like the volume of new business enquiries you initially get and fail to convert, self generated mystery shopper results and the true realisable WIP

Scott Harding (Poole Alcock), Joanna Kingston Davies (Lees) and Richard Hodkinson (DWF) are also making a major statement at the MLS Management Conference on 6th October. Another incentive for all firms interested in running a successful business to attend

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Manchester Law Society
Management Conference
6th October 2015
Hilton Hotel, Manchester

http://www.manchesterlawsociety.org.uk/event/2015/10/6/management-conference-2015/

Back in June I wrote about the use of IT by Poole Alcock as a significant example and the major contributions from MLS Advantage members

- Hosted IT from ConvergeTS - http://convergets.co.uk/
- Hosted Telecommunications from Matrix247 - http://www.matrix247.com/
- Video Conferencing from Viewpoint AV - http://www.viewpoint-av.com/
- Conveyancing quotes and searches from ETSOS - http://etsos.co.uk/
- Outsourced DD transcription from Document Direct - http://www.documentdirect.co.uk/

There's More – New Conveyancing Offering

In June in the Poole Alcock case study I referred to their Practice Management System which is one of the market leaders for an integrated product SOS Connect and now we can discuss further the additional case management investment. The new offering is a ready made "out of the box" solution from market leading case management vendor Visual Files – part of Lexis Nexis Enterprise. This product integrates with SOS Connect and some other PMS or **significantly can be stand alone**. It also makes great use of MLS Advantage suppliers

- Hosted by ConvergeTS
- Integrated with ETSOS to enhance quotes and search capability
- CTI with Matrix 247 telephony

Scott says that "*the solution will automate the labour intensive administration tasks in the conveyancing business, freeing up staff and lawyers to focus on client related activity, customer service delivery and growing the operation… it will free up valuable time for caseworkers…..it will automate the more complex legal processes and calculations reducing errors*"

The potential is a clearly demonstrable return on investment in IT

I had to Smile – again………..

Last month following a Gazette article some London firms were catching on to the concept of "agile working" which many firms are handling in the north west with MLS Advantage members

The National Law Society that already has MLS Advantage member Moneypenny www.moneypenny.com as a recommended Business Services Partner in September it followed in the steps of Poole Alcock and the Manchester Law Society by endorsing Document Direct - http://www.documentdirect.co.uk/ as a Business Services Partner for its Outsourced Typing and Transcription service.

There is much more available than potentially realised;
- Typing and transcription
- Document production
- Electronic Verification

These three product/service streams contribute to speed of production and document processing and approval, reduced overheads, more flexibility around in house resourcing, 24 x 7 availability, enhanced client experience, compliance and security.

Again through the use of technology major benefits complying with our significant business needs.

Simon Drane of the Law Society of England & Wales said *"Document Direct delivers and excellent transcription service to law firms throughout the UK and across the globe. They demonstrated a thorough and sensitive understanding of the issues involved in moving typing to an external provider. Their approach to confidentiality and security should give confidence to our members"*

Managing Director is Martyn.Best@documentdirect.co.uk

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