

BlackBerry solution and BigHand Mobile deliver return on investment and improved client service for law firm



LG is a business law firm advising clients around the world. Its clients include multinational corporations from a wide range of industries including international banks, financial institutions and wealthy individuals with global investments. The firm has over 500 employees, including 240 lawyers and specialises in serving client needs in capital raising, risk and regulation and real estate.

LG began using BlackBerry® smartphones several years ago and deployed the BlackBerry® Enterprise Server with Microsoft® Exchange for voice, mobile email and calendar synchronisation. Today, all 240 of the firm's lawyers, IT staff and senior executives are equipped with BlackBerry smartphones. Years of trouble-free usage proved to LG that the BlackBerry solution is the perfect platform for extending important parts of the firm's workflow to its mobile workers.

The Challenge

In order to stay ahead of the competitive curve and maintain its reputation for excellence in client service, LG needed to address the issues of interrupted and delayed workflow if staff were out of the office. When key members of the team were unavailable, the company's responsiveness to its clients was reduced. LG needed to find a secure, reliable and robust solution to mobilise its essential workflows to remain a step ahead of its competitors, and keep its clients happy.

Jason Petrucci, IT Director of LG explains the challenges the firm needed to overcome: "The idea was to allow the lawyer to respond much more quickly to the client than we had in the past. We wanted to identify solutions and services to enhance the firm's ability to go above and beyond customers needs. So, we needed to find a way to enable lawyers to work and capture more time in situations or areas where historically they probably wouldn't have been able to, while still maintaining a secure environment for company data."

Benefits

Improved customer responsiveness and service

Low deployment costs

Time savings and increased efficiency

Ensures network security for VPN users

"BigHand dictation on BlackBerry smartphones has been a huge success. Now upon leaving a meeting, the lawyer can be in the back of a taxi and make some quick dictation. The secretaries are already working on it when the lawyer returns to the office or hotel."

Jason Petrucci, IT Director of LG

The Solution

LG identified several business systems and workflows that users would benefit from. The first was digital dictation.

Previously, lawyers employed standard speech microphones to record dictation at their computers using BigHand desktop software. To provide mobile dictation, LG could have equipped them with micro tape or memory card-based professional dictation devices. However this option was prohibitively expensive and would not address the workflow delays, as the tape or card still had to be physically delivered to the office before transcription could begin. Another option was to perform dictation over the phone, but this would be impractical and expensive due to call charges and time zone differences. LG was already using BigHand software, so when BigHand Mobile (The BlackBerry solution with BigHand mobile) was released, the firm began trialling it with a handful of users. The feedback was instant and positive, and it was soon deployed to all its lawyers.

The firm was able to roll out BigHand Mobile to BlackBerry smartphone users at a low incremental cost without the need to buy new hardware or pay additional mobile call charges. Petrucci estimated that for the price of one professional dictation device he could buy five or six BigHand Mobile annual user licenses. With BigHand Mobile (The BlackBerry solution with BigHand mobile), users can record, edit and submit dictations using their BlackBerry smartphone. The dictations are then uploaded over the mobile network via the BlackBerry Enterprise Server to the BigHand3 server, where they enter into the workflow just as they would in the office. In addition, mobile users can manage and monitor the workflow of dictations from their BlackBerry smartphones.

Petrucci also appreciates the security features of the BlackBerry solution, not to mention the simplicity of device management and application deployment. In fact, the BlackBerry solution plays a crucial role in ensuring network security for VPN users. "We use BlackBerry for session authentication. When lawyers log on to the system remotely from a PC, they receive an authentication code on their BlackBerry smartphones that they have to enter."

The Benefits

"BigHand dictation on BlackBerry smartphones has been a huge success," says Petrucci, "now upon leaving a meeting, the lawyer can be in the back of a taxi and make a quick dictation. The secretaries are already working on it when the lawyer returns to the office or hotel." For Petrucci, the return on investment is just around the corner. "If we look at the amount of hours worked and how and when those hours were captured and billed 12 months ago, and compare that to current improvements in our billing system, we're very confident that the BlackBerry solution will make us more effective in billing, which will in turn improve the firm's customer service." Jonathan Carter, Client Solutions Director at BigHand adds, "BigHand Mobile is very popular with law firms because of its rapid return on investment. One of our customers has even said that BigHand Mobile paid for itself in one afternoon."

Building on the success of BigHand Mobile (The BlackBerry solution with BigHand mobile), LG is about to begin deploying Interwoven WorksiteMobility. "As of next month our staff will be able to pick up their documents and work with them on their BlackBerry smartphone. Historically they would have had to use a laptop to access Interwoven Worksite," explains Petrucci.

Petrucci is also in the final stages of selecting the next crop of services that will be deployed for BlackBerry smartphones. He hopes to start using them for timekeeping, organising and holding audio conferences and even as desk phones. Using a BlackBerry smartphone and Microsoft®Outlook®, users will be able to manage how their landline handles incoming calls according to their situation. "For example, the solution currently being examined will forward calls to voice mail if Microsoft Outlook shows they're in a meeting and then notify the BlackBerry smartphone of any new messages when the meeting is finished," he says.

Petrucci concludes by saying that the popularity and simplicity of the BlackBerry solution has made it possible for LG to achieve its strategy of "removing dependency on laptops and enabling lawyers to work as if they were in the office, but from anywhere in the world."

For further information:
www.blackberry.com/uk/mobilecrm