



Forward-thinking technology allows people to combine the old with the new, using a sophisticated software gateway that transfers handwritten notes straight into the PMS, allowing a smooth transition into the modern world



Legal lagging?

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The bridge between legal service requirements and IT has long been an important talking point but what can we really do to make things easier, faster and more informative? In some instances, the basic structure IT can take within a firm is limited, but it's not only the physical constraints on what can be achieved – it's also about changing people's mindsets. You need to have a clear eye and an understanding of your firm's future vision about using cost-effective IT solutions. Put simply: what's the return on your investment?

A prominent shift is happening across the legal sector as it progressively rises up and adopts new advances in technology. Gone are the days when a firm's website merely acted as a shop window. These days we all expect to get the most out of our websites in terms of leads, efficiencies and analytics, so that we are able to pinpoint where our money is going and what receives the most clicks, and also identify potential new clients.

More importantly, how can we best harvest the information generated by our web form enquiries in an automated way directly into the PMS? Clearly, firms that manage to achieve this have a much better chance of gaining that competitive edge and advantage through automated processing and cutting-edge customer relationship marketing. Needless to say, they can also tangibly measure what their ROI is now looking like, allowing them to make a much more accurate judgement on spending more of their hard-earned money in the right places.

Administrative time and associated costs for firms nowadays can prove to be make or break for profitability, particularly in the legal-aid sector. Process time across many client service areas are key, but now with automated form use, we can see dramatic changes in speed of process plus plentiful cost savings – it's now

easier to see how vital bridging the gap between legal service requirements and IT really is.

Rising pressure on costs is just one of the reasons law firms are forced to evaluate their methods and break down the dated barriers seen across a firm's admin work. Automated forms can also show a reduction in errors seen in work that until now has been manually entered, as well as save days of admin time and, in turn, money. Don't overlook this shortcut to an effective workflow; when it is done right, it can be one of the easiest transitions to moving with the times.

It's easy to see how, even when advanced IT is introduced to a firm, it can often be met with weary execution. As mentioned earlier, the problem is not only the physical constraints of implementing IT, it's also changing the mindset of the people within the firm. For instance, when a busy solicitor is on the move between meetings and court hearings and needs to constantly take notes, they will usually reach for a notepad and pen rather than a laptop, but will then have to waste time entering the data into the PMS system afterwards. The rapid change in technology shows high promise for catering to those who still prefer the traditional methods of handling important notes. Forward-thinking technology allows people to combine the old with the new, using a sophisticated software gateway that transfers handwritten notes straight into the PMS, allowing a smooth transition into the modern world.

We have seen major groundbreaking steps in implementing a more intelligent and efficient way of making IT work for us. With good vision, the correct tools and clever execution, using this software automation can transform how we work and importantly demonstrates how the gap between legal service requirements and IT is now being addressed to everyone's advantage. **LPM**

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