



CUSTOMER CASE STUDY

Hackard & Holt Law Firm

TeleVantage Helps an Expanding Law Practice Unite Multiple Locations While Increasing Revenue

Problem

- Hackard & Holt needed a telephone system that could easily handle large call volumes yet still deliver excellent client service.
- The growing law firm was opening a second office, but wanted a single phone system that would be common to both locations.
- Revenue was being lost because of complex call tracking and accounting procedures.

Solution

- The firm chose TeleVantage, a software-based phone system that offered the reliability and call handling features to meet caller demand and ensure quality service to a geographically dispersed client base.
- TeleVantage provided seamless integration between offices, ensuring that staff at either location could answer all incoming calls.
- The system's one-click account coding effortlessly tracks telephone time, enabling these expenses to be more easily recovered from settlement fees.

Result

- Hackard & Holt now staffs two thriving office locations yet maintains a single phone system, saving the firm almost \$15,000 in administration and maintenance costs.
- Accurate tracking of telephone time and related expenses has led to an improved bottom line.
- With TeleVantage, clients receive prompt and efficient service, building and reinforcing lasting business relationships.

Hackard & Holt, a Sacramento, California-based law firm, has garnered an impressive reputation in the field of mass tort law, along with being included in the prestigious Martindale-Hubbell® Bar Register of Preeminent Lawyers. Well-known for its work in representing the victims of defective medical devices and failed pharmaceuticals, the firm is also recognized for its dedication to public interest and the welfare of its clients. To keep pace with their burgeoning success, the firm was steadily adding staff and planned to open a second office.

A new office meant a new phone system would need to be purchased. However, Hackard & Holt didn't want the complexity and expense of having two separate phone systems, and they needed to make sure that either location could easily handle the heavy call volume, as clients in mass tort actions can be numerous and scattered all across the country. Lastly, the firm needed a user-friendly phone system that would make their phone tasks easier and help them to track phone time and expenses more accurately and efficiently.

TeleVantage Keeps Offices Connected While Reducing Costs

John Long, Chief Technology Officer and Director of Human Resources at Hackard & Holt, saw the expansion as an excellent opportunity to improve the telephone system for the entire firm. He wanted to abandon their current system's rigid hardware-based format that made even simple system changes

expensive. “We had to have programmers reconfigure the system every time we wanted to make a minor change,” states Long. And with the rapid expansion, changes were frequent. Realizing also that the existing system would not scale to meet the firm’s increasing demands, Long made the switch to TeleVantage, Vertical’s software-based phone system.

TeleVantage was installed in both the firm’s original office and its new location, virtually linking the offices across two T1 data transmission lines. “The staff at the second office have their phones linked back to the first building, like an extension cord,” says Long. The end result was that the entire staff of Hackard & Holt resides on one TeleVantage server, enabling them to share the same graphical call interface on their computer monitors. Hackard & Holt was able to save \$10,000 by managing one integrated system instead of two separate systems. “This is a huge cost benefit,” continues Long. “The bottom line is that TeleVantage has helped us reduce our phone service costs by 40%...we doubled our staff, yet are realizing a 40% savings on our total phone bill.”

The ease of administration and management with TeleVantage has also yielded a significant time and cost savings. The firm was able to eliminate their dependency on an expensive third-party service vendor to handle system administration, such as moves, adds and changes. Long now personally manages the new telephone system across both locations, saving Hackard & Holt approximately \$4,500 annually. He is extremely pleased that TeleVantage emails him directly if there is an administration issue that requires his attention.

Easily Conducting Business Across the Country

With the geographically dispersed nature of mass tort law, telephone conversations are critical to the ongoing success of Hackard & Holt. “It’s how we conduct all of our actionable business,” says Long. Because more than 50% of these clients never set foot in the office, the telephone is the firm’s primary means of gathering information, taking depositions and performing essential case related activities. TeleVantage, with its wealth of advanced but easy-to-use features – including point-and-click dialing, instant conference calling and “Follow-Me” call forwarding – ensures that conducting this crucial business is as quick and easy as possible, saving time and dramatically improving both client service and staff productivity. TeleVantage ensures that the firm can stay in touch with their clients and other counsels conveniently, reliably and on schedule, for the duration of a case.

Call Tracking Improves the Bottom Line

The tracking of phone time is very important to Hackard & Holt, as the firm operates on a contingency fee basis and all expenses must be accounted for when finalizing settlements. TeleVantage has become invaluable in helping them to recover telephone costs and charges that were previously lost due to complex and inefficient tracking and accounting procedures. By assigning account codes to clients, Hackard & Holt can easily track telephone charges and apply them to the appropriate cases. This single feature has resulted in a significant revenue increase for the firm, while also saving time and making the accounting process easier.

Excellent Service Ensures Future Growth

Despite their ever-increasing caseload, the intuitive call management features of TeleVantage enable Hackard & Holt to only need two receptionists, one for each location. With TeleVantage, both receptionists are able to manage calls using the same user interface and a live person greets every incoming caller during business hours. This underscores the personalized client service that has helped Hackard & Holt build and maintain its well-deserved reputation.

Long feels that without TeleVantage, it would have been very difficult to expand to a new location while maintaining the level of service that his clients have come to expect. “We have different office suites

because of our growth, but still one window into our firm,” says Long. TeleVantage is the business tool that made Hackard & Holt’s continued growth a seamless process for both clients and office staff alike.

“The bottom line is that TeleVantage has helped us reduce our phone service costs by 40%...we doubled our staff, yet are realizing a 40% savings on our total phone bill.”

John Long

Chief Technology Officer and Director of Human Resources

Hackard & Holt Law Firm

###