



RANDY
BRIDGES
CONSULTING

Maximizing Legal Productivity and Marketing Development

Organization Description Industry:

Civil Litigation and Family Law

Description:

The client is a highly respected attorney who is licensed to practice in both California and Illinois.

The practice has been serving clients for more than 30 years.

Relationship and History:

The client chose RBC and staff to grow the practice, manage client acquisition and stabilize internal productivity across all staff, both inside and outside the business location.



Business Challenge

The client had experienced periods of expansion and contraction over the previous two years. Previous to our engagement, the client had an unreliable email system, only the most basic tracking of case billing and no internal system for storing files.

They were also looking to expand their client base at a cost that made sense for the relevant income. Management had previously invested in a large marketing agency. Using a proprietary process, they delivered no results at a very high investment.

Randy Bridges Consulting performed an audit and completed the following project.



Proposed Operational Solution

Randy Bridges Consulting presented the client with a strong high-availability solution, featuring the following pieces:

- Hosted Exchange for email, featuring 99.99 percent uptime, failover & redundancy, simplified connectivity for mobile devices
- High-Availability Citrix storage system that allowed staff and attorneys to work from office, home or even in court.
- TimeSolv case management, billing and time-tracking software.
- Universal Communication platform.

To reduce the impact of changes, this solution would be implemented in four phases: Email conversion; time-tracking system; file system upgrades; and Universal Communication.

Operational Results



As each piece of the solution was implemented, the client began to see far fewer interruptions.

- Email interruptions reduced to less than 3 minutes per year;
- Time Tracking and Case Management became much smoother;
- Universal Communication allowed for improved communication with customers and vendors; and
- File resources maintained a 100 percent uptime during each year of deployment.

Overall, the operations solution resulted in a net productivity increase of **\$175,000** in extra billable hours per year and an increase of **\$90,000** per year in non-billable productivity levels.

The solution reached a positive ROI within the first year.

Marketing Solution

- Over the first two months of advertising, the client started receiving regular phone calls and web submissions. Confirmed retainers exceeded \$40,000.
- Within four months, the client was receiving 10-15 prospect calls per week. Confirmed retainers exceeded \$100,000.
- Total retainers from marketing efforts reached \$200,000 in five months.