



Customer Profile: Realty Law LLP

TeleVantage Helps a New Law Firm Build a Thriving Business Quickly and Efficiently

The legal profession is one that involves a great deal of communication between parties, with many transactions being

Problem

- When Realty Law LLP separated from a larger practice, it needed an advanced, easily scalable telephone system to meet both its present and future needs.
- The new firm didn't want another version of the same complicated system that it left behind; and a long learning curve could mean a potential loss of business.
- With its new direction, Realty Law wanted a phone system that functioned as a proactive business tool to increase productivity and revenue while offering improved client services.

time and date critical. For instance, lost or misguided communication can cause major revisions to legal docu-

ments resulting in time and money lost for both the client and the law firm. Realty Law LLP of San Jose,

California is a real estate and land use law firm that understands the importance of such communi-

cations to its business.

When the firm separated from a larger practice to focus on its specialized services, it needed a

phone system that would be easy to learn and use. The new firm anticipated that there

would be a steady influx of telephone activity as soon as the office opened for business,

so the lines of communication between clients and the firm needed to be fluid. Any loss

of communication could potentially result in a lost client, lost revenue, or be harmful

to the new firm's professional reputation.

Solution

- Realty Law chose TeleVantage, a software-based phone system with a multitude of advanced features and virtually limitless expansion capabilities.
- The system's easy installation and administration helped the new firm get up-and-running quickly and efficiently.
- With the many user-friendly features of TeleVantage, Realty Law can now offer its clients more personalized service and track billable hours more accurately.

TeleVantage — the Cost-Effective Solution for Improved Productivity and Service

Freyda Ravitz, Director of Finance and Operations for Realty Law, wanted a phone system that would facilitate the start-up operations of the new firm. Realty Law was leaving behind a complicated system whose functions were accessed through complex commands on a telephone touch-pad. "One of our options was to purchase a newer model of the old phone system, but we weren't very happy with that," recalls Ravitz. By contrast, the user-friendliness of Artisoft's TeleVantage software-based phone system instantly appealed to the firm. Ravitz also pointed out that TeleVantage is comparable in costs to other phone systems offering far fewer features.

Result

- With the quick installation and short learning curve, TeleVantage was an immediate return on the firm's investment.
- TeleVantage has helped Realty Law retain valuable clients and build strong relationships with new ones.
- The advanced call handling features of TeleVantage have enabled the firm to improve client service and increase productivity.



Many attorneys' fees are based on time spent working on a client's behalf. Therefore, the accurate recording of a lawyer's productive time is critical to the financial success of the firm. With TeleVantage, Realty Law has the tools to record billable telephone time more efficiently. Using the account code feature, the attorneys can track their time on the phone and apply each call to the corresponding client account. TeleVantage logs the originating phone number, as well as the respondent's number or name, so that calls can easily be identified and sorted.

Additionally, with the open standards architecture of TeleVantage, Realty Law was able to import their client contact lists directly from Microsoft® Outlook™ into TeleVantage to track account information automatically. Ravitz is extremely excited about this feature. "Even though some of the lawyers were logging their time spent on the phone, we knew that some was falling through the cracks," she recalls. Now with TeleVantage, this is no longer an issue.

Ravitz stresses that in a law firm, someone must always answer the phone during business hours to maintain the necessary degree of professionalism. With the seamless call routing of TeleVantage, there is hierarchical list in place to ensure that no calls are ever missed. With this responsibility shared among the receptionist and secretaries, they are able to devote more time to other office tasks, as well as impart a greater degree of personalized service to the clients. In addition, attorneys and staff can easily re-route calls to their home or mobile phones without having to supply those numbers — and the forwarding is transparent to the caller.

Point-and-click interface saves time and money

TeleVantage identifies who is calling, providing Realty Law attorneys and staff with the cost-saving screening ability to decide which calls they will take and which will be sent to voice mail. In addition, important clients and contacts are assigned unique PIN numbers and voice mail greetings are

personalized. The level of customization that TeleVantage provides has helped the firm increase customer service and promote customer loyalty. "And all of these functions are as easy as a few clicks of the mouse," says Ravitz.

The graphical user interface was one of the features that first sold Ravitz. "The signature TeleVantage desktop client interface has dramatically increased productivity. It's very easy to use... everyone loves it," says Ravitz. For example, the point-and-click conference calling has saved the firm time and the ease of use virtually eliminated the learning curve.

A seamless move

Before Realty Law relocated, they were certain that they would experience the usual disorganization associated with a move. Despite some tight time constraints, "TeleVantage was installed quickly and professionally," states Ravitz. The ease of administration has allowed Ravitz to add and change lines and extensions at will. "I can administer the system and make all the necessary changes myself," she says. "The firm is delighted with the results, and with the savings in time and service fees.

A dramatic return on investment for the present and the future

Realty Law LLP quickly discovered that the ease of installation and minimal learning curve made TeleVantage an invaluable tool for their business. And, as more of the system's features were used, the office workflow became more efficient and customer service became more personalized. TeleVantage has brought positive results to all areas of the firm, and its many advanced features are positioned to aid in the firm's continued growth and success.

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*Freyda Ravitz
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