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# LPM

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# CONNECTING CLIENTS



Moving premises, Moorcrofts seized the opportunity to adopt VoIP telephony with Pentangle. Managing partner Andrew Katz tells LPM how the firm has significantly improved client service as a result

**T**hames Valley firm Moorcrofts, an internationally-focused boutique firm, is vying to become one of the UK's leading technology law boutiques, with specialisms in key areas like open source and data protection and privacy. As such, it competes with some of the world's most prestigious law firms, and despite being a fraction of the size, has an enviable roster of international clients. The key to this goal, from the firm's perspective, is constantly improving client service – maintaining and improving its reputation with clients across the globe.

Moorcrofts managing partner Andrew Katz says the firm has pulled out all the stops to provide top-rate client service, including seizing the opportunity to adopt voice over internet protocol (VoIP) telephony when the firm moved office in June 2015.

"Moorcrofts' aim is to help entrepreneurs and newly established businesses realise their potential, and use effective client communication. Making the firm an easily accessible adviser to the client is essential to that." VoIP has significantly helped here, he says, by making Moorcrofts' workforce more agile, flexible and accessible.

## PHONE A FRIEND

Moorcrofts' biggest client service concern was that clients were, on occasion, finding it difficult to get in touch with their contact at the firm, because that person was working remotely, from home or visiting another client.

Remote working is an essential part of Moorcrofts' business because it enables consistent direct interaction with clients and a better work life balance for its lawyers. But on the other side of the coin, says Katz: "Moorcrofts wants clients to be able to get directly in touch with the person they've been dealing with and who knows the details of their case – clients like to have consistent contact and, understandably, not be passed from one person to another."

The firm's new VoIP telephony has better enabled remote working, by giving the outside world a single point of contact, no matter where a fee earner is. "Lawyers are able to have a VoIP extension sitting on

their desks at home as well as a VoIP client installed on their mobiles, which means their phones will ring simultaneously when the firm or a client tries to get in contact with them," he says. Fee earners are, consequently, much easier to get hold of, which improves client perception of the firm. He adds that there's also something to be said for the personal touch of consistently speaking to clients in person or over the phone, rather than swapping emails.

Katz acknowledges, however, that even with VoIP telephony it's not always possible for clients to contact the lawyer they've been working with – owing to sickness or annual leave. But the firm's new VoIP-enabled voicemail system has also improved client service – by sending an audio file of the message directly to the lawyer's laptop or mobile so that they're quickly made aware their client has tried to reach them.

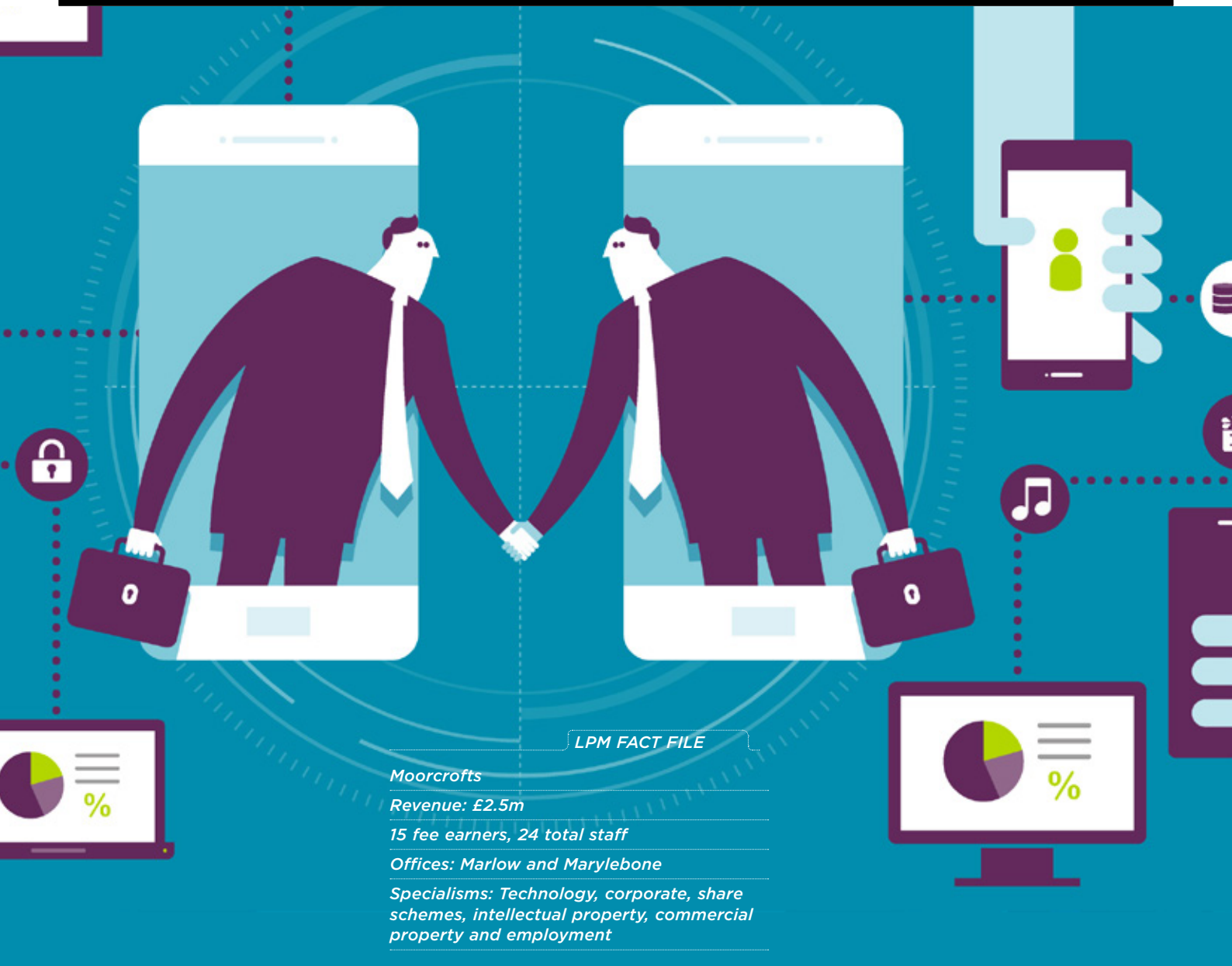
"Voicemail was previously only accessible within the office, so they'd only find out that the client contacted them when they got back – but now they're quickly made aware so they can drop the client a message letting them know they're away and that they'll be in touch soon. The client feels informed, not neglected, as a result."

## FLEXIBLE SOLUTIONS

Katz admits that he was initially sceptical of VoIP telephony, having read reports of unreliable and poor-quality connections. But IT solutions provider Pentangle, long-time IT supplier for Moorcrofts, convinced Katz that it was in his best interests.

"Pentangle has been with us for a while, we have a great relationship with them, and they've only ever suggested IT solutions to us that would improve our firm as a legal business. So they set up a couple of VoIP extensions for us to try out before we committed to anything and assured us that any quality issues would be addressed – alleviating my concerns and demonstrating the significant client service benefits of VoIP."

Moorcrofts' leaders were keen to make sure that they had a bespoke VoIP solution that would enable



## LPM FACT FILE

**Moorcrofts****Revenue: £2.5m****15 fee earners, 24 total staff****Offices: Marlow and Marylebone****Specialisms: Technology, corporate, share schemes, intellectual property, commercial property and employment**

## ABOUT THE SPONSOR

Since its formation in 2000, Pentangle Internet Ltd has evolved into one of the foremost IT support and web development companies in the south east of England.

[www.pentangle.co.uk](http://www.pentangle.co.uk)

**pentangle** ★

remote working and provide a central point of contact where receptionists could intercept and divert calls. Katz says that Pentangle was happy to cater to his firm's needs, creating a switchboard number and, where requested, installing remote terminals in lawyers' homes.

"Some IT providers I've worked with in the past have very much been of the mentality: 'it's either my way or the highway'. But Pentangle is far more flexible – to my knowledge we're their only client with this bespoke VoIP telephony solution."

Pentangle has also, according to Katz, been vital to the firm's adoption of VoIP in other ways, such as providing fast, flexible and effective support across the firm's IT infrastructure.

"We hired an IT manager to look after the day-to-day IT operations of the firm, but Pentangle provides us with additional expertise, including a deep knowledge of VoIP. They're happy to be flexible and work with our IT manager when he needs them."

More importantly, he says, if anything goes wrong with the VoIP or any other system, Pentangle will fix the problem "day or night or even over the weekends."

"They're like the IT fairies, my staff don't even know they exist," he adds.

## FLEXIBLE FUTURES

Since adopting VoIP, Katz has contemplated the idea of making Moorcrofts even more cloud-based and trusts Pentangle to help steer him in the right direction.

"Pentangle has been there in a strategic and consultant capacity, advising us on the pros and cons of cloud as well as the compliance considerations specific to legal businesses."

Katz says cybersecurity is a principal concern for Moorcrofts as it moves closer to the cloud, and Pentangle ensures the firm is covered in terms of protection as well as the regulatory and client-facing requirements of cloud-based software that they choose to adopt.

VoIP telephony has proved to be a vital addition to Moorcrofts, making the firm more agile, flexible and client-friendly and pushing it closer to being the world's top tech law specialist. But, according to Katz, this move wouldn't have been possible without the flexible attitude, dedication and support of their 'fairy-like' IT provider Pentangle. **LPM**