8x8

The Winning Argument

Harnessing cloud-based communication in legal services

Top Stories

Contents

Shifting legal services into a fast-moving digital future

By Tim Bury, 8x8 VP Sales EMEA

Cloud technology is changing the way we live, work and interact

We book our holidays, do our banking and order our weekly groceries online, and with a swipe on our smartphone we can have a hot meal delivered to our doorstep.

Technology is changing the status quo. Cars and trains can drive themselves, robots are doing the work of surgeons and, AI tools are even entering the legal services space in ways I certainly thought were impossible.

However legal services are growing increasingly complex as traditional law firms and alternative legal service providers compete and collaborate. The result is unprecedented pressures on established firms to offer more competitive services that demonstrate value to technology-led clients.

Forward-thinking law firms use cloud-based technologies to innovate their offerings, engage clients in new ways and improve operational efficiency. It allows firms to pursue new business opportunities, explore partnerships and do things differently.

The pace of change in the legal sector is accelerating. Those that can adapt quickly to a changing environment will be the winners.

This magazine explores the role of cloud-based communication, collaboration and AI technologies that help firms meet the ever-changing needs of an evolving legal market.

These firms stand to gain more than just profit, and can attract and retain the best talent because technology enables fee-earners and non-legal staff to work from anywhere. It facilitates better collaboration that helps brilliant legal minds solve problems efficiently, leading to higher client satisfaction.

Smart Collaboration:

An essential success ingredient for law professionals and their organisations in the digital world.

Jamie Snaddon
8x8 Senior Director and General Counsel, Europe

Information and modern communication technologies bring us closer together. Firms, both large and small, can connect, explore new opportunities, create value and grow through collaboration.

Collaboration pools diverse resources, so firms can better serve technology-led clients. Collaboration technology allows firms to tap into specialist expertise or start creative discussions to explore new business opportunities. Indeed, as illustrated by the Law Society, "collaboration enables legal practices to achieve more than any individual firm in isolation." The process need not be a formal, expensive commercial venture. Firms can receive a great deal of value from easy to use cloud collaboration tools.

Law firms have been good followers of innovation and technology over the last 20 years, but that's changing today as clients purposefully seek out "trusted advisors" – those who are fluent in technology and can make inferences from large data sets or even be available to provide advice from anywhere, at any time.

Today, my team and I provide legal counsel on a wide range of topics, which includes providing commercial advice for a range of transactional matters and ensuring compliance with relevant national and regional laws and regulations. In the past, I would have spent weeks or even months travelling to various clients, suppliers, even government agencies. Using our communications and collaboration technology means I can advise on matters from my home office, workplace - or anywhere for that matter – providing real-time advice and assistance. Technology like this will rapidly accelerate change in the legal sector.

So, increasingly, I expect legal service providers to also use collaboration technology in ways that make our work easier, quicker, and more cost-effective. We work in a fast-moving industry, so it is imperative our advisors find ways to do things differently using video conferencing, collaboration tools or even instant messaging.

Law firms need to understand how technology is changing their clients' businesses and must adapt their practices to thrive. Collaboration technology allows us to bring people around one table, to resolve a problem and resolve it quickly. That applies to both clients and colleagues.

Video collaboration helps to close the gap, providing a better understanding of a situation and a stronger basis for collaboration.

For seasoned lawyers, collaboration is a natural way of working. Often, however, even experienced collaborators discover new ways to leverage cloud collaboration tools, that include voice, video and messaging, for maximum gain with strategic, financial and talent-related outcomes.

I see more law firms integrating video collaboration technology into their workflow, as in-house lawyers combine specialist legal knowledge with inputs from experts to tackle complicated issues and explore business opportunities.

For example, a client planning to offer e-commerce services across Europe would demand an ongoing, comprehensive, cross-organisational effort. A cloud collaboration service would bring together in-house lawyers with their counterparts not only in IT and security functions but also marketing, billing, the e-commerce vendor, payment provider and customer service.

Teams can communicate and collaborate on project workstreams using high-quality voice, high-definition video or team messaging with secure file or content sharing from any device to get work done quickly.

Forward-thinking firms, who are proactive stand to benefit the most from these digital tools. It's about understanding the problem at hand, then collaborating with experts to solve the issue using the right technology. In essence, it's not a new way of doing things, but it is certainly the most effective. People's willingness to accept new systems and adapt for the future will guarantee success for today's law firms.

Speak with our experts

See how cloud collaboration can set your firm apart from the competition.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

How saving time increases billable hours

It also changes client perceptions

By Sanjay Sharma
8x8 Senior Enterprise Sales Executive

The notion that law firms are resistant to innovation and slow to adopt new technologies relative to other high-value sectors is untrue. Today, many firms are embracing technology to become progressive, dynamic and focused businesses. However, they are not the only ones to do this.

Niche legal service providers are making significant strides into the legal sector, using technology along with analytics-driven insights to reduce the cost of conventional time-consuming tasks.

Clients are no longer relying on a regular law practice for services and have access to a wide range of offerings from modern ALSPs. While clients have a choice of alternative providers for transactional elements of law, industry and specialist advice is still much valued from firms.

So how can typical firms transform into forward-thinking businesses to address this problem and expand their services revenues in this landscape?

As both large and smaller firms consider their changing competitive environment, technology is changing the way legal services are procured, essentially facilitating new operating models.

Technology enablers are helping firms to put in place strategies for adapting to new ways of working. Cloud-based communication and collaboration are logical starting points as these are mission-critical tools to any legal business.

These technologies are embraced by law firms to modernise their communications and enhance the productivity of fee-earners and non-legal staff alike. They enable flexible working, save time, and help fee-earners maximise their billings. Having more time allows them to add greater value to client engagements leading to higher satisfaction ratings and a significant uplift in revenue.

Cloud communication technology improves a firm's operational processes from client-intake and real-time collaboration with specialists to due diligence with external counsels to instant client communications.

The charts below show that lawyers often miss the mark on understanding how their clients want to communicate.

Clients prefer speaking with lawyers in person when learning about the legal aspects of a case (55%), telling their lawyer the details of a matter (70%), and signing, viewing, sharing, or delivering documents (64%). While 43% of lawyers recognise that clients want to handle documents in person, only 3% expect clients to tell them the facts of their matter in person and 2% plan to discuss the legal aspects 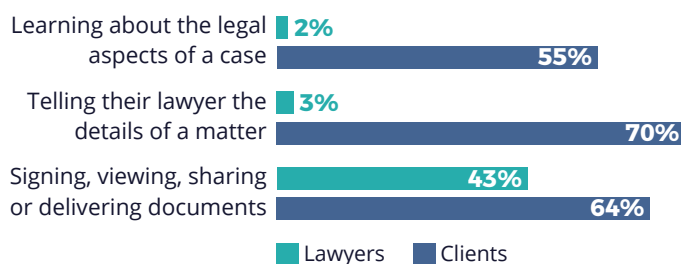of the case in person. Cloud-based video communications tools are perfect for supporting these communication preferences, and help change client perceptions.

Clients have high expectations for better communications when making appointments (59%), getting quick questions answered (46%), and getting status updates on a case (37%). Cloud-based instant messaging offers a perfect solution for lawyers to provide quick client updates and responses to queries.

Cloud communication and collaboration tools encourage positive client experiences by offering a choice of client-preferred communication options. They help lawyers improve client satisfaction, increase billable productivity and earn new referrals.

Expectations for in-person communications

Percentage who agree on client preference for each of the following:

	Lawyers	Clients
Learning about the legal aspects of a case	2%	55%
Telling their lawyer the details of a matter	3%	70%
Signing, viewing, sharing or delivering documents	43%	64%

Expectations for phone conversations

Percentage who agree on client preference for each of the following:

	Lawyers	Clients
Making appointments	2%	59%
Getting quick questions answered	22%	46%
Getting status updates on a case	64%	37%
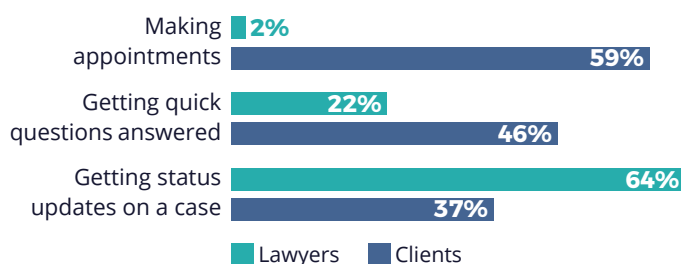
Source:
Legal Trends Report 2018

Discover how

Cloud communications can help your fee-earners save more time and add greater value to clients.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

Embracing the agile workplace

Three ways to make agile working work in legal

By Joshua Racz, 8x8 Enterprise Sales Executive

One of the biggest change-agents in the legal services sector is the growing number of millennial lawyers. According Thomson Reuters, 75% of the workforce will consist of millennials by 2025, and many legal department leaders are unprepared for this marked generational shift.

I sometimes hear people saying that millennials are lazy and fickle, glued to technology. That's an unfair characterisation, but it is true millennials prefer to work differently. We have different motivations than previous generations, for example: having the right work-life balance, flexible working, collaboration, transparency and varied career opportunities.

We've grown up with technology, and it is part of who we are, and consequently shapes our expectations. My "millennial" friends find it challenging to reconcile a clunky practice management system or push-button phones – with the simple elegance of powerful, pocket-sized smartphones. You can have both apps on a single smartphone.

Yet it's important to note that the cultural influence of technology isn't exclusive to the millennial generation. Technology is changing how everyone works, and so it's vital to be more agile. Lawyers of all ages are spending less time in the office, which means they need cloud-based technologies that support new agile working habits from the beginning.

Millennials would agree that these three requirements are foundational for law firms for creating an agile working environment.

1. Mobile-first

Most law firms equip fee earners with mobile time-keeping and billing apps, but being mobile is much more than that. Ensure each lawyer and any non-legal employee has an easy-to-use smartphone app that supports high-quality voice calls or one-click video conferencing and persistent messaging. Multiple modes of communications and collaboration give clients immediate access to partners or allow fee-earners to collaborate with matter experts from anywhere.

2. Automation

Law firm teams need to be able to customise technology tools to match their work preferences rather than try to enforce processes. For example, incoming client calls route automatically to partners instead of being deflected to voicemail. AI-based virtual assistants automate call flows and respond to general questions during client interactions either using natural language processing or through a web browser.

3. Collaborative working

Cloud collaboration technology advances both internal teamwork and external client relationships. Internally, it provides the ability for everyone working on a case to collaborate on client matter information and communicate securely using voice, video, group messaging from any device.

Collaboration technology also facilitates client-lawyer interactions. For example, a partner can meet with a client in a secure virtual room, invite specialists to the call, show the client revised contracts, offer real-time advice or send files securely and even record the meeting for future reference. For millennials, collaborative working would be the norm within a linear structure with more focus on multidisciplinary teams working together.

These three elements are foundational for building a flexible, modern and agile law firm. They become an integral part of the culture, seamlessly supported by the internal technology systems and enable "boomers" and millennials alike to work from anywhere.

However, firms need to carefully consider how they adopt agile working, ensuring they keep their best millennial talent engaged and satisfied in 2020 and beyond.

Learn more

Find out how mobile, automation and cloud collaboration tools can help you create an agile law firm.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

A day in the life of a "NewLaw" partner using cloud collaboration technology

Richard Cavendish is a partner at "NewLaw" firm. The rapidly growing firm uses cutting-edge cloud communications tools to deliver innovative, client-focused outcomes with higher practice efficiency and better work-life balance for partners.

This is his typical day:

6:00 AM — Breakfast
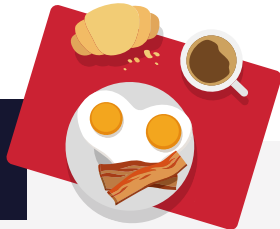
Check updates in "virtual project rooms". Send instant messages to junior associates on pending tasks. Share reviewed client report securely through messaging app. Schedule a video meeting with a new client.

8:50 AM — Arrival

Arrive at the office. Listen to a call recording about client dispute. Run historical analytics on the case data to predict the legal effort and provide better price certainty to the client.

11:30 AM — Virtual Collaboration

Check updates in "virtual project rooms". Send instant messages to junior associates on pending tasks. Share reviewed client report securely through messaging app. Schedule a video meeting with a new client.

1:15 PM — Client Audio Conference

Grab lunch, then join a client audio conference. Earlier court proceedings delivered the desired result, now it is time for a full hearing. Richard records the audio conference for reference to build the case.

2:00 PM — Group Chat

Check updates in "virtual project rooms". Send instant messages to junior associates on pending tasks. Share reviewed client report securely through messaging app. Schedule a video meeting with a new client.

4:00 PM — Mock Video Trial

Listen to client voicemails, while driving home to join a video conference with junior associates. Coach team on winning arguments. The video is recorded for posterity and added to the internal training portal.

5:30 PM — Video Collaboration

Last case for the day involving a driverless car collision. Watch video testimonies, and call the firm's emerging technology specialist. Relevant information is shared instantly that will help build a case that could set a new precedent for the UK.

6:45 PM — Unwinding with Earl Grey

After dinner, Richard brews a refreshing cup of Early Grey tea, reflecting on how technology gives him a better work-life balance and the way it has changed his profession forever.

Request a demo

We're dedicated to helping our clients unlock the positive potential of cloud collaboration technology.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

Get Better Value With Cloud Communications

Replacing ageing and costly on-premises systems with secure cloud communications

By Jonathan Myers, 8x8 Senior Enterprise Sales Executive

Your old communications systems have served your firm well. In all likelihood, it's already paid-up. So you have a specific incentive to stick with it. That may seem like a safe choice on the surface. After all, changing your communications system is a significant undertaking and entails a certain amount of risk.

However, out-of-date and underperforming on-premises systems continue to hold back law firms. Cloud communications systems help law firms modernise and drive better profitability and client satisfaction.

While many law firm leaders are cautiously optimistic about economic conditions and Brexit, competitive threats from alternative providers have the potential to compound this.

Cloud communications facilitate innovation in law firms by providing the broadest range of communication needs. It allows firms to engage demanding technology-led clients in better ways with seamless experiences they've come to expect from their consumer internet services like Amazon or Uber.

Adaptability, elastic scalability, reliability and cost-efficiency are prized attributes of a cloud communications system. Apart from enhancing agility, law firms can combine cloud communications with artificial intelligence (AI) to answer questions or provide client onboarding assistance. Clients benefit from quicker services, while lawyers are relieved to focus on more complicated requests.

Legacy communications systems are too rigid to accommodate growth. They hamper firms from adapting to new ways of working and client demands. Scaling services on these systems can be slow, labour intensive and expensive, involving countless nests of wires, routers, and switches.

These systems fall short of modern security requirements. Firms with large and ageing communication estates increase their exposure to security threats as malicious actors divert their attention firms perceived as soft-targets not secure in the cloud.

Secure cloud communication tools help law firms reduce the risk of reputational damage and ensure customer trust and confidentiality across all communications and collaboration methods. Firms can keep pace with user expectations, and support good governance, increase efficiency and enable high-quality client engagement.

Partners and fee-earners need to maintain client relationships fully and successfully. Cloud communications support a joined-up approach that allows them to do that efficiently, from anywhere, at any time and on any device.

Cloud communications offer superior advantages over on-premises communication systems. But not all cloud communications providers are alike. It's essential to look beyond features and functionality.

Explore your options

See how your firm can benefit from moving your communications to the cloud.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

Reshaping UK legal.

The top 5 innovation drivers

Changing market dynamics are forcing traditional law firms and legal service providers to compete and collaborate. The result is unprecedented pressures on established firms to demonstrate value, as technology-led clients insist on increased efficiency, predictability and cost-effectiveness.

Five transformational changes shaping law firms.

1 Advancing technology

Cloud-based convergence of communication, collaboration, messaging and AI is arguably the most significant opportunity for modernisation of legal services.

Forward-thinking law firms use cloud-based technology for flexible, collaborative workflows that deliver more client-centric services to unlock higher value from fee-earners.

But much work is needed.

81% of lawyers feel technology is strategically important to stay competitive [1]

27% of law firms spent 5% or more of their revenues on technologies in 2019[1]

2 Client Demands

Increasing client demands are changing the way law firms work.

Specific client expectations include real-time case visibility and sharing timely intelligence.

Law firms must be more responsive.

80% of firms think their client service is above average

51% of lawyers say clients now demand better service levels

44% of clients are dissatisfied with their firm's response times

3 Enhanced Competition

ALSPs are a fast-growing segment and an integral part of the legal services industry. They offer talent and technology to deliver legal services in modes that best suit their clients' needs.

Competition drives change.

55% corporate legal departments use alternative legal service providers (ALSPs)

83% of firms think competition from non-traditional (including non-lawyer) service providers will be a permanent trend

4 Efficiency Initiatives

Pricing pressures, increased competition and evolving client demands mean firms must find new ways of delivering client services more efficiently.

Reputation, price and specialism are vital factors influencing client buying decisions.

42%
of law firms say legacy IT infrastructure hampers business growth

36%
of firms have IT systems that are not agile enough to improve operational efficiency

5 Workplace Flexibility

Flexible working embraces both physical and digital workspaces by empowering fee earners to work where, when and how they choose.

Firms must consider the best fit for their practice and their solicitors.

52%
of solicitors work flexibly to some degree vs 63% of in-house lawyers and 66% of UK professionals

83%
of solicitors work flexibly to some degree vs 63% of in-house lawyers and 66% of UK professionals

Cloud communications help law firms modernise, adapt and differentiate to stay ahead

Affordable cloud communications

Up to 30% lower costs than traditional systems

Greater flexibility

Modern mobile and desktop apps keep fee-earners productive

Secure and reliable

End-to-end encryption for all communications and devices

Easy setup and configuration

Simple, fast set-up with 24/7 customer support

Client analytics

Analyse data for compliance, client insights and fee earners' performance

AI chatbots

Streamline responses to client queries

Secure conferencing and collaboration

Secure high-definition audio and video conferencing, file sharing and instant messaging

Call recording

Listen to client calls during your discovery process

7 Tough Questions About VOIP Security and Compliance

It's important that you find the right vendor.

By Peter Mullins
8x8 Sales Executive

Law practices up and down the country, from small high-street firms to large magic circle firms are replacing their standard phones with cloud-based voice over IP (VoIP) phones systems.

Lawyers are a typically sceptical bunch – they are trained to find holes in an idea – which is a good thing! So it's not surprising that the motives for switching to VoIP have nothing to do with marketing hype, and everything to do with its versatility, flexibility and cost-effectiveness.

VoIP services are accessible from IP desktop phones, laptops or PCs and smartphones. Lawyers and non-legal staff can easily listen to message voice messages and make calls from powerful apps anytime from anywhere.

With BT announcing the end of its public switched telephone network by 2025, it's an opportune time for uninitiated law firms to consider VoIP telephony. While there are no specific standards for voice and IP telephony services, it's vital to ask your communications provider the right questions about security, handling and storing of data when planning and negotiating service requirements. Their responses will guide you to a VOIP system that's right for your firm.

Here are seven tough questions you should ask any VOIP communications provider to ensure they can support your security and compliance goals:

1. As a communications provider, how do you ensure your own business' compliance?

For communications providers, compliance is an extensive, ongoing process. First, they must make sure their company complies so they can better assist you in meeting your firm's compliance needs. 8x8 goes even further to verify that our chain of third parties are also compliant with relevant regulatory requirements.

2. Do you have a dedicated security and compliance officer?

Having a dedicated compliance officer on staff is a strong signal that the communications provider you are doing business with prioritises security and compliance. For example, 8x8 have a Chief Information Security Officer and a Security and Compliance officer with more than 20 years of experience.

3. Which security and compliance regulations and standards do you support?

Law firms need to adopt IP telephony security principles for the day to day use of the services. Key considerations should be factored into the operational service to minimise any potential security and compliance breaches, such as eavesdropping, VoIP traffic sniffing and application attacks, default measures should be implemented. Applicable security and compliance standards include the General Data Protection Regulation (GDPR), Cyber Essentials Plus, ISO 27001 and ISO 9001. The security obligations for VOIP services should be set out and mutually agreed with the service provider.

4. Have independent experts assessed your compliance capabilities?

Look for third-party verification by respected experts so that you reduce your firm's security risks. 8x8 leads the market in security compliance and routinely submits to evaluations by independent auditors to verify continuous compliance of our cloud communications services and infrastructure.

5. What kind of failover capabilities do your communications services offer?

It is critical to have failover between multiple data centres, especially for multi-site firms. 8x8 offers seamless failover capability for 8x8 phones. In the unlikely event of an issue with the data centre, communications automatically and seamlessly failover to the next-closest data centre. All documentation of the VoIP services failover must be clearly defined, and obligations for all parties understood.

6. What methods do you offer for business continuity?

When natural disasters or outages strike, firms need to ensure they can effectively manage risk and ensure the client can reach them. So choose service providers that offer multiple ways to stay connected. Since 8x8 VoIP services are available through any browser, on any device, your firm can operate securely without interruption, even during a crisis. For example, divert client calls to smartphones, and move IP phones to any other site with an internet connection.

7. What makes you better at responding to emerging security threats?

At 8x8, we own our technology stack and prioritise our customers' security and compliance needs. With one platform for voice, video, messaging and contact centre communication, our services include inherent privacy and security. We assess our infrastructure for emerging vulnerabilities. When fixes are needed, we can quickly resolve and transparently communicate with our customers without waiting on third-party technology providers to patch their components.

Speak with our experts

8x8 VOIP services help law firms comply with their information governance and assurance requirements.

Contact our dedicated enterprise team at: uk-enterprise@8x8.com

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Delivering a distinctive client service using cloud

Reimagined end-to-end client service to meet client expectations.

By James Vernon, 8x8 Sales Executive

The legal industry is changing, as conventional law firms now contend with specialist online legal providers. The result is increased demands on established firms to offer more competitive services that demonstrate value as technology-led clients insist on increased efficiency, predictability and cost-effectiveness.

Fast-moving law firms use cloud communication technologies to innovate their services, engage clients in new ways and improve performance. It allows firms to pursue new business opportunities, explore partnerships and do things differently, without getting in the business of managing IT or their communications.

Cloud communication solutions are affordable, easy to adopt and deploy, and offer many benefits for law firms not to ignore. Capital expenditure for high-ticket communications hardware and PBX investments get converted to smaller and predictable operating costs; workplace disruptions from technology failures are mitigated with inbuilt cloud disaster recovery and business continuity capabilities and robust security inherent in cloud platforms minimise cyber threats that most law firms would struggle to match.

Clients originally were responsible for stifling the uptake of cloud services in legal due to security concerns. Today, however, 98% these clients that use cloud IT and communication services according to an ABA report, and are steadily placing demands on law firms to modernise their technology.

Law firms also face considerable strain from clients for more billing transparency and closer collaboration. That level of interaction is only feasible with cloud communication and collaboration tools. It's quite dramatic the way things have turned out, where clients previously opposed a law firm adopting cloud services, to proactively demanding it.

Another argument against cloud communications, was the view that most on-premises PBX systems had more robust features which allowed firms to configure and customise features to suit their requirements – flexibility they believed that cloud services lacked. The fact is that many cloud services have closed the gap on traditional platforms.

Additionally, maintenance of legacy platforms has proved onerous for many firms, with constant upgrades, patches, and taking systems offline; upkeep can be burdensome. The appeal of cloud solutions is that the subscription often includes maintenance.

Cloud communications and collaboration technologies not only helps law firms respond to client demands and ward off the competition. It offers a strategic advantage allowing firms to deliver distinctive modern services to clients and improves operational efficiency. It also plays a vital role in creating a culture that attracts the best talent.

1. Multi-channel communications

Fee-earners can host high-quality video or audio conference calls with clients, then follow up with emails and instant messaging. Cloud-based video collaboration tools connect experts across the country or on the other side of the world. Cloud communications enables workplace flexibility so that lawyers no longer need to be in the office to meet clients. They can have virtual client meetings from anywhere on any device, all from a single app or even a standard browser.

2. Messaging

An ideal way to share confidential files and client documents is using a secure cloud-based messaging app. Dedicated customer "rooms" speed up client communications, expedite internal collaboration and accelerate interactions with external specialists. It keeps clients informed, ensuring they have instant access to private information and legal materials. This secure and convenient communication and collaboration tool leads to highly satisfied clients.

3. Video conferencing and collaboration

Teams can communicate and collaborate on project workstreams using high-definition video conferencing from any device to get work done quickly. They also offer a more personal way to discuss nuanced case details with clients that are unable to travel to the office.

Firms that replace ageing communications technology with cloud based tools to better serve clients in new and creative ways stand to make incremental gains.

Learn more

8x8 cloud communication and collaboration tools can help your fee-earners and non-legal staff meet and exceed client demands.

Contact our dedicated enterprise team at:
uk-enterprise@8x8.com

Transform Your Communications

Forward-thinking law firms use cloud communications as a technology enabler to innovate their services, engage clients in new ways and improve operational efficiency. It allows firms to pursue new business opportunities, explore partnerships and do things differently. With cloud-based voice, video, chat, contact centre and enterprise-class APIs, law firms can communicate faster and smarter to provide higher-value client services, enhance employee productivity and set themselves apart in today's ever-changing legal climate.

By Ritchie Butters, 8x8 Sales Executive

Checklist:

Use this checklist to quickly identify critical gaps and assess your firm's current state of readiness for cloud communications.

Organisational Strategy

☐ Does your firm use digital communication tools, products and services?

☐ Do you have a digital strategy to provide a more sustainable way of working that can improve work-life balance for fee-earners and non-legal employees?

☐ Is the digital strategy communicated to all employees?

☐ Is there support from partners and senior fee-earners for your digital initiatives?

☐ Does your firm work with specialist practices and external advisors?

Client Experience

☐ Does your firm capture client interactions across the various engagement points?

☐ Do you interact with clients using multiple channels (Voice, Video, Chat)?

☐ What are your clients' perceptions and current experience of these interaction channels?

☐ Are clients complaining about long wait times when trying to contact you by phone?

People and Processes

☐ Do all fee-earners and other office staff have access to digital tools such as voice, video, chat apps for day-to-day work functions?

☐ Are monthly communication costs unpredictable and expensive? When was the last time you checked?

☐ Do IT staff spend more than 20% of their time maintaining the phone system and related communication apps?

☐ Are you confident in providing quick access to fee-earners when requested?

☐ What problems do fee-earners face when using current communication tools to interact with clients?

☐ Have IT carried out risk assessments for digital communications services?

☐ Have you completed a data privacy impact assessment and updated your privacy notice with input from your data protection officer?

Data and Technology

☐ Do you have policies on SMS usage, remote working, role-based access and passwords?

☐ What other communication services do fee-earners and office staff use besides phone and conferencing (video, web meetings, chat apps and collaboration tools)?

☐ How many vendors are you managing for these services?

☐ Do fee-earners and office staff use other, non-sanctioned technologies to communicate and collaborate (aka "Shadow IT")?

☐ Are the analytics reports produced by your communication systems used to support client engagement models?

☐ Does your firm measure critical metrics like appointment and phone call volumes, time spent consulting, client waiting times?

☐ Does a fixed number of phone lines result in clients not getting through?

☐ Is getting an outside line problematic at times?

☐ What is the impact on the firm when your phone system goes down?

☐ How do you integrate communication islands across different messaging solutions?

☐ How are communications integrated with the firm's security and compliance policies and procedures?

☐ Does your current communications solution provide fully automatic disaster recovery?

☐ Is your communications provider compliant with the Centre for the Protection of National Infrastructure (CPNI) regulations for protecting customers network information?

☐ Does your communications provider hold GDPR, Cyber Essentials Plus, ISO 27001, ISO 9001 certifications?

☐ Does you communications provider host confidential client information securely within the UK and does it comply with data protection legislation?

Notes

Ready to take the next step?

Contact a solutions expert to learn why 8x8 is the only complete communications platform that uses the collective power of your law firm to help you deliver higher-value client services, enhance employee productivity and set yourself apart in today's ever-changing legal climate.

Call us at 0333 043 8888 or visit us at 8x8.com/uk

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact centre and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

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For more information, call 0333 043 8888 or visit 8x8.com/uk