

RingCentral: Client Expectations Are Changing. Here's How Your Firm Can Deliver an Optimal Experience.

Legal professionals are in the midst of a significant digital transformation. Shifts in demographics, communication trends, and the legal profession itself are driving firms of all sizes to rethink how attorneys interact with clients.

The legal profession today, much like other industries, faces a crossroads when it comes to communication and collaboration. For starters, a new generation of clients prefers new digital communication tools, such as emails, SMS, live chats, and other forms of contact for client support. At the same time, the nature of legal work now demands that legal professionals collaborate with an ever-expanding sphere of attorneys, clients, and support teams.

Most law firms recognize how important communication is to achieving optimal productivity and client satisfaction, but many remain tied to outdated, inflexible legacy on-premises systems. This presents some serious growth challenges for firms. Here are just a few:

1. Today's clients expect real-time, "always-on" accessibility.

The Millennial generation (born between roughly 1980 and 2000) now represents the largest segment of the US population. By 2020, Millennials will make up 50% of the workforce.¹

Because they were raised in a digital world, Millennials expect to be able to reach anyone—including their attorneys—anywhere, anytime, using whichever form of communication they prefer.

However, if clients can only reach your lawyers by calling your main number and your attorneys are slow to respond, your firm could lose potential clients and revenue. This risk will only increase, as the next point illustrates.

2. The field is growing more competitive.

The number of active attorneys in the US increased 15% in the decade from 2008 through 2018.²

With so many lawyers joining the profession and new law firms forming, clients have more choices than ever before in finding the firm that best serves their needs.

That means you need to deliver an optimal client experience to remain competitive—which includes being accessible and giving your clients as many ways to reach you as possible.

3. Outdated processes raise costs and lead to lost revenue.

If your staff still searches hard-copy files for contact info, hunts through phone and email records looking for billable minutes, and manages all inbound calls through an administrative assistant, your operating costs are too high, and you're leaving potential revenue on the table.

Work from anywhere

Problem

A client paying high retainer fees expects 24/7 service, but the lead attorney is busy and spends almost 50% of the time traveling.

Solution

With RingCentral, the attorney and legal team can leverage phone calls, messaging, and video meetings to deliver on the client's always-on expectations from just about anywhere (cars, trains, airports, and even the beach).

Multiple caller IDs allow the team to use their own devices for calling while keeping their personal phone numbers private.

1. www.inc.com/peter-economy/the-millennial-workplace-of-future-is-almost-here-these-3-things-are-about-to-change-big-time.html

2. www.abajournal.com/news/article/lawyer_population_15_higher_than_10_years_ago_new_aba_data_shows

Why your firm needs a cloud communications and collaboration solution

A unified communications solution lets your staff connect, collaborate, and track billable time from anywhere, on any device. It can solve many of the operational and client-experience challenges facing your firm. By moving to the all-in-one cloud communications platform from RingCentral—which today supports tens of thousands of practicing attorneys—you can position your firm for success in the modern age. Here's how RingCentral will help your firm:

1. Keep calls, chats, and meetings all in one place

Many firms and attorneys try to piece together a communications environment out of disjointed solutions—different phone services for the office and when on the road, a standalone app for instant messaging, and other tools for conferencing, online meetings, and file sharing. RingCentral combines these tools into a single unified system so important business tasks are never lost in the shuffle.

2. Work anywhere and everywhere

Attorneys have hectic schedules and frequently work outside of their offices. But clients who pay high retainer fees expect 24/7 access to their legal teams, especially with upcoming high-profile lawsuits. RingCentral enables the virtual law office, allowing attorneys to connect with their colleagues and clients via calls, SMS, and video meetings from any location (airport, train, vacation, etc.) using any device of their choosing.

3. Streamline tedious time-tracking and billing

A LexisNexis survey found that more than 30% of attorneys' work never gets billed.³ Juggling multiple cases, each with their own phone calls, messages, document requests, and other tasks, becomes incredibly tedious to track and bill. With RingCentral, communications are unified onto a single platform so attorneys can easily track work and hours. Additionally, attorneys can utilize workflow integrations and apps like Microsoft, Salesforce, and Okta, as well as the leading legal back-office apps Time Miner and Theta Lake, to further reduce billing complexities and streamline time-consuming tasks.

4. Create a modern law firm experience

With RingCentral, your firm can deploy easy-to-use communication tools that not only connect prospects and clients with attorneys quickly but also allow attorneys to work with unprecedented flexibility. Coupled with scalable cloud technologies that grow with your business, your firm is fully prepared to meet the expectations of today's client.

Track every billable minute

Problem

Over 30% of the average attorney's work never gets billed.

Solution

RingCentral offers feature-rich tools to track every minute worked.

- **Call logs:** Detailed logging keeps complete records of all incoming/outgoing calls. Keep track of every billable minute spent on the phone working with your clients.
- **Time Miner:** Track every billable activity 100% automatically with the Time Miner integration. Time Miner digs through calls, emails, and texts and generates reports of all billable hours, allowing attorneys to focus on meeting clients' needs.

3. www.thenalfa.org/files/LexisNexis_Billable_Hour_Survey.pdf

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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