



Overview

- ◆ **Firm:** Mogers
- ◆ **Area of Business:** General practice, focusing on Private Client business
- ◆ **Date Established:** 1852
- ◆ **Location:** Bath

Business Challenges

- ◆ Client expectations regarding the efficiency, quality and integrity of the service their firm provides
- ◆ Speed of document output during busy periods and/or when short-staffed
- ◆ Rising direct and indirect cost of temporary staff

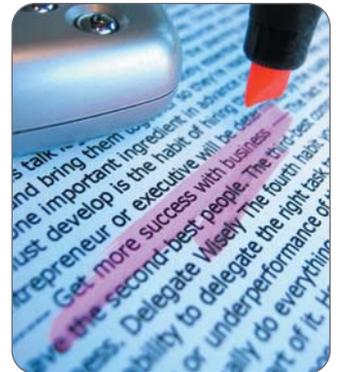
Objectives

- ◆ Provide clients with year-round excellent service by using a suitable onshore, outsourced transcription partner
- ◆ Improve ability to respond rapidly to clients by making smarter use of support staff and existing technology
- ◆ Become more cost-effective by removing the need for and cost of temporary secretarial cover

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“With Voicepath, we can be confident that clients will receive their documentation promptly. It has allowed us to provide a consistently excellent service”

*Derwent Campbell,
Senior Partner*



Challenge

South west-based firm Mogers is an established firm with a strong specialism in providing legal service to high net worth individuals. Its roster of clients, some of whom are well-known figures, therefore have high expectations of the firm’s service, requiring it to deal efficiently and discreetly with their affairs.

A key aspect of ensuring excellent service lies in Mogers being responsive to client requests and demands – especially in the area of letters and documentation production. Mogers’ senior partner, Derwent Campbell, comments: “As we all know, the majority of legal business is run on documentation, and it is vital for us to be able to issue letters and other documents as soon as possible. In today’s customer service-focused culture, delays are no longer acceptable, and certainly not when dealing with the affairs of people used to getting what they want when they want it.”

The installation of a BigHand dictation workflow system had allowed the firm’s internal support services to keep pace with day-to-day tasks as it enabled them to share typing work among staff as well as prioritise jobs in terms of urgency. However, busy periods and times when they were short-staffed still proved testing. Derwent continues: “Like all law firms we experience peaks and troughs in activity and, while we were able to call on temporary workers to help us through them, these are by their very nature expensive and not usually familiar with our systems.

“We realised that in order to provide our clients with the year-round excellence of service they require, we needed to approach the problem strategically. This meant searching for a suitable outsourcing partner which could not only match but exceed our required standards while guaranteeing complete client confidentiality. The service would also need to integrate seamlessly into our existing IT systems, making it as easy as possible for individual fee earners to use it.”

Solution

Mogers’ search soon led it to UK-based specialist outsourced transcription provider, Voicepath, whose service offered a number of significant advantages over the competition. Mogers office manager, Chris Collins, who oversaw the roll-out of the outsourcing service, comments: “From the outset we decided against sending a single piece of Mogers work overseas and Voicepath offered a service which took place in this country”.

“This decision came down to a combination of firm ethics and concerns about confidentiality. We pride ourselves on our ability to handle sensitive information about clients with the utmost discretion, and take our legal obligations in this area seriously. Voicepath provided assurances that all of its operations complied with stringent confidentiality and security measures.”

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*Chris Collins,
Office Manager*

An added benefit to Mogers lay in the fact that it became aware of the service through a strategic relationship Voicepath had just formed with BigHand - it had recently signed an agreement to become one of their first integrated Outsourcing Agency Partners. At the time, BigHand was developing an 'advanced transcription module' which would allow dictation to be sent directly from the BigHand3 system to specialist outsourced transcription providers such as Voicepath. This made outsourcing dictations to Voicepath as easy and secure as sending it to a secretary in the same office and offered Mogers exactly the combination of quality, security and convenience it required.

Furthermore, because Mogers was the first test site for the 'advanced transcription module' it was able to feel the benefits of a seamless service at the earliest opportunity.

On receipt of work Voicepath automatically allocates dictation files to a specialist team of hand-picked transcriptionists who type for Mogers. Once typed the documents are returned to Voicepath for checking and the completed documents are then sent back to the author (or elsewhere as directed by the author). Here the integration between Voicepath and BigHand3 allows them to be directly saved into the digital dictation system and the status updated.

Chris Collins, continues: “Once it was installed, the system’s usefulness soon became clear. Not only is it easy to use – a crucial factor if we were to get best use out of it during busy periods – but it also works within and even streamlines our existing internal processes.

Benefits

The benefits of using Voicepath’s service are not just administrative, as it provides Mogers with a steady stream of high quality documents. Chris continues: “We were committed to only working with a provider which guaranteed to provide a service that was as good as or better than our internal staff. Voicepath was able to promise that and, moreover, it has allowed us to use our own resources in a more focused and skilful way. Instead of having their time taken up by typing, our secretaries can now concentrate on the more legal side of support work.”

Being able to make ‘smarter’ use of its workforce while smoothing out the peaks and troughs in demand which had tested its ability to respond rapidly to clients, has had a positive effect on its service.

Derwent continues: “With Voicepath on board, we can be confident that clients will receive their documentation promptly. It has allowed us to provide a consistently excellent service.”

It is also a cost-effective service for the firm as, with support from Voicepath available as and when it is needed, it is no longer reliant on the expensive and unpredictable temporary secretarial cover.

Testimonial

Derwent adds: “We began this project with a number of guiding principles and Voicepath allowed us to stick by them. Voicepath stood out as being able to offer us this and spoke a language which we, as a law firm, understood. What’s more, its willingness to work with us and our other technology providers to develop a workable system for outsourcing as well as providing an excellent service has proved extremely useful to the firm.”