

## CASE STUDY



# LawMaster's API Integration drives an award-winning result for Attwood Marshall Lawyers

Attwood Marshall Lawyers is a busy, full-service law firm with offices in Coolangatta, Robina Town Centre, Kingscliff and Brisbane. They place a high emphasis on streamlining non-billable processes, especially the management of new client enquiries. Their adoption of LawMaster's New Client Enquiry (NCE) tool in 2010 had enhanced the efficiency of managing these enquiries by incorporating NCE into their workflows. But when an increase in their online marketing activity, including the introduction of Live Chat, saw online enquiries jump by 50%, they needed to upgrade this efficiency even further - without having to employ more staff.

## THE OPPORTUNITY

The Department Managers were spending an increasing amount of time coping with the significant rise in online enquiries. Known for their innovative approach to technology, Attwood Marshall Lawyers decided to utilise LawMaster's API integration to connect Live Chat, NCE, Workflow and their existing online marketing tool, Vision 6. This integration has saved the firm valuable time. The data captured during the Live Chat enquiry is immediately available to the Department Manager for qualification. In just one click, the Manager then creates the NCE in LawMaster where the fields are pre-populated with the Live Chat data.

LawMaster's integration ability has enabled a simplified, automated and streamlined management of New Client Enquiries.

## INCREASED DATA INTEGRITY

The seamless transfer of data across multiple systems enables Department Managers to process new client enquiries quickly, with no re-keying of data. The risk of human error is minimised, and Attwood Marshall's response times and service delivery to clients is enhanced.

"THE MANAGEMENT OF NEW ENQUIRIES IS A KEY PROCESS FOR OUR FIRM. WITH 5000 - 6000 WEBSITE VISITORS PER WEEK NEW CLIENT ENQUIRIES COULD TAKE UP A LOT OF NON-BILLABLE TIME. LAWMASTER'S SEAMLESS INTEGRATION WITH LIVE CHAT AND VISION 6 HAS STREAMLINED EVERYTHING ABOUT THIS PROCESS."

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## THE UPGRADE RESULTS

# 50%

MORE NEW CLIENT ENQUIRIES HANDLED FASTER AND MORE EFFICIENTLY THAN EVER BEFORE

# 0

EXTRA STAFF EMPLOYED TO HANDLE THE INCREASE OF ENQUIRIES



**IMPROVED NEW CLIENT EXPERIENCE:** Workflows initiate the delivery of personalised emails with online forms, hyperlinks to brochures, Google Maps directions and lawyer's details.

**ENHANCED EFFICIENCY:** Data integration from the Live Chat pre-survey has freed Department Managers from manual data entry and double handling.

**MAJOR TIME SAVINGS:** Despite fielding 50% more new client enquiries, they are being processed more accurately and more efficiently.

**GREATER MEASURABILITY:** Every new enquiry is automatically captured, tracked and the outcome rated, enabling effective evaluation of enquiry type and marketing efforts.

## AWARDS:

Attwood Marshall Lawyers  
Runner Up: People's Choice Award for Live Chat Integration  
Chilli IQ Lawtech Awards, 2017

Upgrade.

A MASTRIN CREATION