

Case Study

Vertical TeleVantage™

The Rosen Law Firm: enhancing client service while supporting growth

“Switching to TeleVantage was like coming out of the dark ages into the light.”

Lee Rosen, Founder
The Rosen Law Firm
Raleigh, North Carolina

Based in Raleigh, North Carolina, The Rosen Law Firm is a growing legal practice specializing in domestic cases and divorce law. Working with many individuals who are going through stressful life events, the firm strives to provide a positive, supportive client experience. When the time came to purchase a new phone system to meet its growth needs, the firm's senior partner not only wanted to enhance the productivity of busy staff but also make communication a more efficient, pleasant and seamless process for clients. Choosing a TeleVantage business phone system, the firm quickly saw gains in productivity and client satisfaction while achieving significant savings.

THE HIDDEN COST OF THE STATUS QUO

With his staff of legal professionals spending a good part of their work day on the phone, founder and senior partner Lee Rosen realized that the firm's existing phone system was impeding business in significant ways — starting with the first client contact. “When someone needs to hire an attorney, they typically shop by phone,” said Rosen. “If that initial call is missed, dropped or not returned in a timely way, the client will quickly move on to another firm.”

Even when clients made that all-important first connection, they weren't always successful in reaching the right person. Calls couldn't be forwarded accurately, and in many cases simply got lost, making a negative impression on the caller. The firm even hired consultants to train staff members on how to use the system's arcane features — with little effect.

VOICE COMMUNICATION WITH POINT-AND-CLICK EASE

The Rosen Law Firm urgently needed a telephone system that would enable employees to use voice communication more productively and flexibly while remaining accessible to clients, other attorneys and the office staff. The TeleVantage IP-PBX system met these and other key requirements.

With its user-friendly graphical interface, TeleVantage allows staff members to place and forward calls, initiate conferences and return voice mail messages with point-and-click simplicity. TeleVantage also allowed the firm to integrate e-mail and voicemail, enabling users to respond to all their communication in one convenient place.

ENHANCING ACCESSIBILITY

Flexible call routing was another important feature. If an attorney is in a meeting, traveling on

With the click of a mouse, TeleVantage allows users to personalize their voicemail greeting for individual clients, create a conference call, or check how many hours they have spent on the phone for a particular client or case.

business, or home for the evening — but needs to be reached on an urgent matter — that call must get through. With find-me call forwarding, TeleVantage seamlessly transfers incoming calls to any phone line the user specifies. Equally valuable to professionals who want to prioritize their time, less urgent calls can be transparently diverted to voicemail for attention at another time.

Rosen recalls the day when the city of Raleigh came to a standstill due to a blizzard. Staff members were able to log into TeleVantage from home and change the routing rules for their office phones so calls could be directed to each user's home or mobile phone. Many clients didn't even realize the person they were speaking to was working at home.

IMPROVING THE CLIENT EXPERIENCE

From a client's perspective, the law firm's enhanced productivity and accessibility results in service that is more timely and responsive. Calls are always answered, often with a greeting that has been personalized for the individual caller. Calls are quickly routed to the right person — wherever they are located — and that person knows who the caller is before anyone says "hello." Voice messages are promptly picked up and returned, and clients are kept apprised of the latest developments.

CUTTING COSTS DOWN TO SIZE

The software-based TeleVantage system also enabled the firm to achieve cost savings in several key areas. Because system features are available to users via existing landline and mobile phones, there was no need to purchase specialized handsets. An intuitive graphical interface eliminated the expense of startup training. With TeleVantage's built-in conferencing capabilities, the firm no longer had to pay conferencing fees to its communications

provider. Additionally, the office manager can administer phone line installations, moves and changes in software, saving the organization more than \$5,000 annually on related fees paid to outside vendors.

SAVING TIME, MAKING MONEY

Rosen estimates that, since switching to TeleVantage, staff members save an average of 30 minutes a day — time that can be spent on activities that generate revenue. Furthermore, the heightened professionalism and personalized service that clients receive has resulted in increased client loyalty and retention, positive "word of mouth" and continued growth for the firm.

"With our old system, the phone was just a phone — but with TeleVantage, the phone is a business tool that makes a difference," he said. "Switching to TeleVantage was like coming out of the dark ages into the light."

ABOUT VERTICAL COMMUNICATIONS, INC.

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes — from small to large and distributed — and include CVS/pharmacy, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass. and delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

For more information on products and solutions from Vertical Communications, call 800-914-9985 or visit our website at www.vertical.com.



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