



Customer Case Study: Avery Emerson Solicitors

Solicitors make savings and streamline their business processes with VOIspeed

The Business Background

Avery Emerson (also known as A-E Law) is a modern and growing law firm based in Ilford Essex, with a client base across the UK. With specialised Solicitors who deal with everything from litigation to employment law, Avery Emerson pride themselves being innovative and providing an exceptional service. They accomplish this by taking a partnering approach to their clients – finding out who they are, what they require, and how best to help them to achieve it.

Telecommunications is imperative to providing this exceptional service and is business-critical, as these solicitors spend at least 50% of their time on the phone speaking to clients, court, and then negotiating on behalf of their clients.

The Challenge

Mr. Suki Ahluwalia, Principal of Avery Emerson, explained that initially they were with BT, but required better value for money and more flexibility from their existing phone system. They were keen to use VoIP, but realised that it was a relatively new concept at the time, and were disappointed that initial providers were very hazy about their knowledge of VoIP. Suki was keen to point out that VOIspeed instead does understand:

“The difference with VOIspeed is that they are more proactive and very much think out of the box and so we align with them very well.”

The Solution

Suki Ahluwalia was clear that he wanted a VoIP solution not just to save cost but also a means of being at the cutting edge of technology, adding value from the flexibility and features of an advanced IP telephone system. He acknowledged that for Avery Emerson this would be a stepping process. This, he envisaged, would begin with the company investing in a software based phone system with USB headsets and a wireless phone, moving on to a stage where their lawyers would be able to work remotely with their phone system on their portable computers.

Avery Emerson use **VOIspeed Pronto Pro Software**, which enables them to have access to all the advanced features of VOIspeed including call conferencing; internal and SMS messaging and call recording. They can also upgrade easily to any new VOIspeed software release offering new features on an ongoing basis.

Supporting VOIspeed's software IP PBX, Avery Emerson chose **VOIspeed proprietary hardware**. They have had their system configured to use ISDN for incoming calls and VOIspeed's recommended SIP carrier for all outgoing calls.

Key numbers for Avery Emerson's telephone system are:

- **30 local extensions**
- 11 USB phones & headsets
- 1 wireless phone
- 4 ISDN channels
- 10 DDIs (Direct Dial In)
- 30 VoIP channels



The Outcome

Avery Emerson chose VOIspeed over the competition as VOIspeed met their flexibility requirements and because other providers were more costly. Suki says:

"I might as well have stayed with BT. Why spend more money to set up a system which was not going to provide anything different..... In order for us to think out of the box for our clients, our providers have to do the same for us!"

Cost Savings

"The Legal profession is like any profession, maturing to become more effective and efficient. The days are gone when you can pour in money without thinking about what you are getting in return. At Avery Emerson we can be more value driven because we are able to reduce our overheads and add value back to the client. Certainly there was a **good 30% decrease in costs by going to VOIspeed** " says Suki.

Benefits in Productivity and Flexibility

Avery Emerson have benefited most from VOIspeed's **VOIcebox; Call Recording; Internal Messaging; Free Conference Calls** Suki explains how some of these features are used by Avery Emerson:

- Voicemail

With **VOIcebox** (VOIspeed's voicemail service) it is easy to find, sort, file, save and replay your messages and as Suki reports: "you can select, play and pause your message - it so much easier than rewinding, and it sends you an SMS message when you receive a call."

- Call Recording

Call Recording is enabled at the touch of a button: "We now have features such as **Call recording** which is particularly useful because, for example, when talking to clients it helps to record and verify the content of a conversation."

- Internal Messaging

VOIspeed **Internal messaging** service can be used while you are on the phone and is much quicker than using an e-mail. "This is always used from our front office. It is really effective if there is a message you want someone to look at very quickly."

- Outlook Integration

AE Law also use their lists of **Outlook contacts** to make phone calls, which enables you to right-click on the contact and call them straight away. You can also press a designated key e.g. F10 after highlighting any phone number on the web, and it automatically dials it for you.

- Hardware

Suki Ahluwalia also chose to supply all his staff with USB headsets: "One of the real benefits of the **headsets** is that we have our hands free and that relieves shoulder pressure and enables you to multi task." Suki himself finds he can multitask whilst using his **wireless phone**, and is therefore far more effective and efficient than before using VOIspeed.

"I have recommended VOIspeed on many occasions. Recently I was asked to go to Dublin to give a talk on our practice.... There were some Consultants interested in how we run our business, and there amongst 200 senior partners from Dublin, I talked about VOIspeed!"

*Suki Ahluwalia, Principal,
Avery Emerson.*