

Maintaining Client Trust At Spencer Fane Britt & Browne LLP

Using Corporate Focus drives the efficiency of work done for clients

CUSTOMER CASE STUDY



KEY BENEFITS

- Allows complete tracking of all clients' interactions
- Maintains clients' trust by keeping track of loose ends
- Saves a "massive" number of hours formally lost to searching for information
- Frees up time for both secretaries and corporate paralegals
- Increases the ability to be highly responsive to clients

Customer Background

When Ronald L. Langstaff – Chairman of the Business and Financial Group at Spencer Fane Britt & Browne LLP – concluded that there had to be a better way to meet the needs of the firm's clients, the appropriate application of technology was a possible solution.

"At the time, Ron wanted to be able to get the firm's arms around everything we needed to know about our clients," said Pamela Tyrrell, business paralegal at Spencer Fane. "He asked me to look at the market in general and determine what people were currently using as a corporate entity and ownership tracking solution."

What Pamela discovered is that the vast majority of law firms that were using a commercial database application were using Corporate Focus. A few firms had built their own processes using Excel and Word, but there was not a lot of excitement for that approach. "Corporate Focus was the near universal recommendation I received."

After a complete evaluation, including a full interactive demonstration of the product over the web, Spencer Fane decided that Corporate Focus was the solution they were seeking.

Two Step Solution

"Today, Corporate Focus has become the way we track all our client interactions. It's a diary or picture book for tracking not only information about the client entity, but what we have already done and need to do in the future for our clients," said Pamela. "Today, we feel the software has really delivered on what Ron originally envisioned. The software lets us track all our client responsibilities. It lets us deliver answers quickly and without wasted time. It really helps us maintain the trust our clients have placed in us."

Spencer Fane has found that Corporate Focus' standard data fields address the vast majority of their information tracking needs. Then, they use the notes fields extensively to track all client interactions. For example, when a consent is sent to a client for review, it is recorded in a notes field. Then, the date the consent is returned is later noted as well. "It insures that we keep track of all the loose ends - all the little details that really go into maintaining our client's trust," said Pamela. "It also contributes to our ability to be highly responsive to clients and save wasted, unbillable time. We know what we have in our files and what we don't have. We know the status of our work. It is an inexpensive way to stay on top of what we are doing for our clients."

When your corporate governance tracking and total capitalization management relates to information for your firm's clients.

- Deliver more client-focused legal services
- Support sound corporate governance and compliance
- Streamline stock plan and ownership administration
- Respond to information requests in minutes, not days
- Comprehensive reporting capabilities for any point in time
- Browser-based functionality for easy access for attorneys and clients
- No software installation required—get started right away

ABOUT SPENCER FANE BRITT & BROWNE LLP

Spencer Fane has entered its second century as one of the Midwest's premier law firms. Headquartered in Kansas City, Missouri, Spencer Fane has additional offices in St. Louis, Missouri, Overland Park, Kansas, and Omaha, Nebraska. With more than 130 lawyers practicing in over 50 practice areas, Spencer Fane serves clients throughout the region, nationally and internationally.

For more information, visit www.spencerfane.com.

When the system was first implemented, Pamela took a hands-on, can-do approach. "The software makes it fairly clear how to proceed. We just started collecting and entering minute book and stock ledger data. It wasn't as hard as it might seem at first."

Spencer Fane first collected information on all their active accounts. As a bi-product, this helped them identify all the existing minute books and other materials that needed to be put into long-term storage. Then, the firm hired a temporary secretary to enter the basic information on each client: name, address, state and date of incorporation, client number, contact name, and responsible attorney. "To get started, we didn't try to record all the information we had. We just entered the corporate basics for everyone. Even if we never got beyond this first stage, I knew we would be ahead of the game," said Pamela. "Then over time, we have entered additional information, including the stock record book details. It was somewhat time consuming, but it didn't have any major impact on our normal course of work and has paid tremendous dividends since."

And the dividends are impressive. Beyond many pleased clients, the firm has saved a "massive" number of hours formally lost to searching for information that was available, but scattered throughout multiple filing cabinets and various Word and Excel files. The change has saved both secretaries and business paralegals time and freed up time for their normal work assignments.

Just one example is the improvement in the firm's process for preparing annual reports. In years past, the firm hired a temporary secretary to assist the paralegals with the preparation of the annual reports - often for as long as a month. But this year, the annual reports were done without assistance two months early.

Spencer Fane Testimonial

"Time is at a premium for everyone: attorneys, secretaries, and paralegals. Corporate Focus ensures that secretaries are much more available to do key work for the attorneys. The impact there was truly dramatic. Paralegals also saw a dramatic increase in their billable time - which was good for everyone involved," said Pamela. "Corporate Focus helps drive the efficiency of the work we do for our clients ... It has become a critical and important component of our practice and our high level of client service. We love it!"

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SOFTWARE

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