



## Samsung helps 'legal eagles' to soar even higher

Multi-site IP communications solution exceeds cost-saving and efficiency objectives

“We believe we now have a communications system which can grow with us as a business, helping us to provide the quality of response that our clients expect. We have found the best solution for BPE and we are completely happy with the end result”.

**Kevin Tonner - IT Director, BPE**

Cheltenham-based BPE is the largest firm of solicitors in Gloucestershire. They also have branch offices in Birmingham and London, bringing the total number of staff within the business to 200. The company's business services division acts for some of the UK's largest organisations, whilst their personal division represents thousands of private individuals in personal injury claims and property conveyancing. BPE is run as a highly commercial business and has made significant investments in IT, communications and professional competence.

### Offering a 'consistently excellent telephone response'

Recognised by the Legal 500 for the quality of advice it provides to clients, the company continuously looks for innovative ways to enhance service delivery, as well as identifying potential areas in which it can improve internal business efficiencies. Kevin Tonner, IT Director for BPE, explains the requirement which they had:

“Telephone contact plays an ever-increasing role in the relationship which our staff have with their clients, so our telephony system really is business critical. We also had a growing requirement for internal communication between the three offices, both in relation to client cases and in relation to the day-to-day running of the business. In addition, it is also very important that our fee-earners and staff are able to forward telephone calls when working from home or at other BPE offices.

We need to offer clients a consistently excellent telephone response regardless of which BPE office they contact. Our telephone system must therefore provide seamless integration across our network at all sites, as well as giving us the ability to centralise the management of all incoming calls across our three offices”.



## BPE Solicitors

These increasing demands for communications capability were the catalyst which caused BPE to review its current telephony infrastructure, as call costs were becoming one of the firm's largest areas of expenditure. BPE also wanted to investigate a more efficient way of running its own internal network to further reduce cost, as well as maximising the flexibility of the system and integrating enhanced features such as a centralised operator for incoming call management. It was also vital for BPE that the recommended solution be project managed and delivered through every phase of the installation, with absolutely no disruption to client communications.

### Identifying the right solution

Following a review of systems available in the market, BPE chose their local Samsung partner to help them identify a solution which would support their current and anticipated future needs. The Samsung OfficeServ was recommended as a system which would provide all of the flexibility that BPE required, whilst also simplifying their communications infrastructure and reducing their call costs.

The new OfficeServ solution supports links to BPE's CRM software package, enabling users to automatically dial a telephone number which is stored within the CRM database via their PC screen. It also links directly into BPE's internal time recording software, as well as providing a detailed level of reporting which enables calls to be analysed and monitored on a daily basis across the firm. This in turn also assists with cost allocation from an accounting perspective.

As an existing Samsung customer, BPE has been able to maximise the budget by retaining their existing handsets, which also meant that minimal staff training was required, as the users were already familiar with the system characteristics. BPE have been impressed with the overall flexibility of the system and the cost savings which have already been delivered in a short period of time.

### Planning for the future

Currently the new solution is in place at the Cheltenham and London offices, and BPE are planning to bring their Birmingham office in to the new network in the near future. The OfficeServ solution offers the option of running this office as a satellite of the Cheltenham office - with all of the functionality of the main system over a VoIP link - or connecting a new OfficeServ to the network, located at the Birmingham office. Kevin Tonner concludes:

"The Samsung OfficeServ has enabled fee-earners and support staff to work smartly regardless of whether they are in the office, at home or on the move. We believe we now have a communications system which can grow with us as a business, helping us to provide the quality of response that our clients expect. We are completely happy with the end result".



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