

SAMSUNG

Success Story



Advanced Samsung OfficeServ™ Telephony Solution takes Small Law Firm from Horse and Buggy Times to Modern Age

QUOTE

“I have used a myriad of phone systems in the past and the Samsung OfficeServ is by far the most cost effective. It is priced right and works great. Plus, we’ve received all the functionality we needed and much more. The system has become critical to the operation of our business and truly has taken the firm from horse and buggy times to the modern age.”

*Pat Hoover, Principal
HooverLaw, LLC*

ABOUT

HooverLaw LLC, a boutique legal practice located in the Maryland area, specializes in litigation cases involving youths and juveniles in school, at home, and in the community. The firm also handles cases that pertain to First Amendment law, personal injury, and criminal defense proceedings, among others.

BUSINESS CHALLENGE

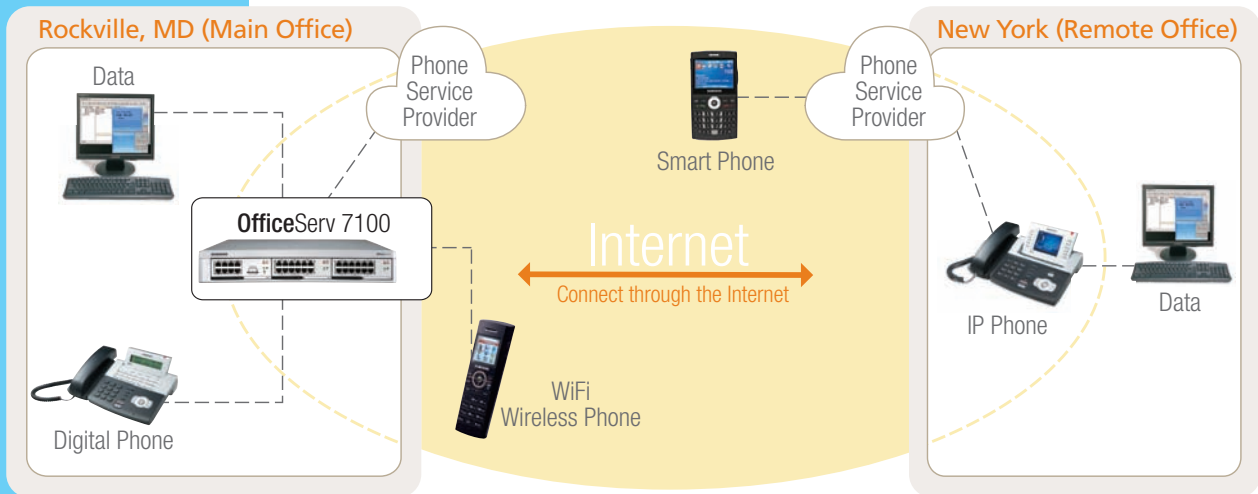
When Rockville, Maryland-based attorney Pat Hoover recently moved his practice, HooverLaw, LLC, into a new space he knew the time was right for an upgraded communications system. Previously, he shared an antiquated system with six unaffiliated attorneys. The arrangement initially was convenient, but had become restrictive, inefficient and costly. For instance, the outdated voice messaging system—a separate application provided through his phone carrier—had limited capacity and Hoover had to pay a monthly fee for the service. He turned to authorized Samsung dealer Sunrise Solutions for an affordable, effective solution. Business objectives included:

- Enhance voice mail capabilities and eliminate the need for a receptionist.
- Allow busy staff to access office voice messages on smart phones or laptops.
- Ensure that the firm’s principal is as accessible and reachable as necessary.
- Improve collaborative processes and connectivity for remote colleagues.
- Simplify administrative functions such as managing intern interactions, saving and accessing client conversations, time reporting and billing processes.

SOLUTION

After listening closely to Pat Hoover’s needs, Sunrise Solutions recommended the installation of a Samsung OfficeServ™ 7100 to serve as the backbone for the new communications system. The affordable OfficeServ communications server, with its small footprint, is a fraction of the size of Hoover’s previous system yet it offers a great deal more in terms of functionality. Features include:

- Auto Attendant with programmed after-hours messaging eliminates the need for a receptionist and late-night call coverage.
- An email gateway enables automatic recording and forwarding of incoming voicemails into the office email server and out to individual cell phones.
- A handheld WiFi wireless phone allows Hoover to seamlessly remain connected to the office wherever he has WiFi access.
- A fax modem permits faxes to go right to individual staff computers to be approved, saved or forwarded, simplifying the collaborative effort.
- An encrypted VPN connects a bookkeeper in New York so she has her own office extension as well as smart phone access to voice mail.
- Call monitoring allows attorneys to manage intern calls and call record captures important client conversations for case analysis or training.
- A call reporting feature documents time spent on client calls to support billing.



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The installation of the Samsung OfficeServ 7100 has improved staff reachability, enhanced client service and optimized overall operations.

RESULTS

The seamless Samsung solution allows HooverLaw to affordably provide the level of service typically offered by much larger firms. Pat Hoover can give clients one phone number and no matter where he is—at home, traveling to a client, or vacationing in another country—he never misses important calls. The new system also has led to operational efficiencies. System benefits include:

- **Improved Reachability** – Hoover is always accessible to both staff and clients through his WiFi phone, and other attorneys with Web-enabled cell phones can quickly access and respond to office voice messages.
- **Better Client Service** – staff is more reachable, responses to client requests are faster, and attorney collaboration on case work is enhanced.
- **Optimized Operations** – the easy-to-use, feature-rich system allows staff to focus more on handling client work and less on administrative functions such as client reporting, information filing and billing.
- **Cost Savings** – not having to hire a dedicated receptionist or staff for after-hours coverage positively impacts the firm’s bottom line.

FUTURE BENEFITS

“The Samsung OfficeServ 7100 has just the right amount of functionality for HooverLaw today but is flexible enough to accommodate its growth in the future,” says Dave Wooster of Sunrise Solutions. “Discussions have already started about adding more mobility options for other staff members as well as CTI applications.”