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LPM

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EVOLVING CLIENT SERVICE



Your Conveyancer chief executive Kyle Peddie and IT director Steven Lilly on moving the business forward with e-know.net – and where change is taking them next

Meeting the demands of increasingly sophisticated business and consumer clients requires the latest technology infrastructure. Dunfermline-based conveyancing specialist Your Conveyancer saw client-led change as an opportunity to progress its service efficiency and quality to the firm's range of clients – both by evolving its online platform and improving internal efficiency.

Progress in IT projects, enabled by the firm's partnership with e-know.net, has freed the firm to develop new service offerings that differentiates it from its competitors, says chief executive Kyle Peddie.

"Our strategy is to deliver a service to the customer that the customer actually wants, not just a service they're given because of constraints of technology or anything else. We want to deliver the ultimate digital solution to our clients, and working with e-know.net has enabled us to do that."

Finding time and resource to focus on new IT projects was a challenge prior to hosting the firm's IT provision, says Peddie. "Looking at ways we could improve the customer experience without becoming embroiled in day-to-day IT issues has made our project planning far more dynamic. Rather than worrying about technical issues, our IT conversations here relate to progress and wanting to do exciting things to improve the service we deliver to our clients."

IT director Steven Lilly says that offering a proactive client experience has focused the firm on what clients truly want – by developing Your Conveyancer's aptly named 'Pro@ctive' online service. "We've provided 24/7 case tracking for a number of years, but we wanted to make it a far more intuitive and intelligent offering," he says. "So rather than just presenting case information, for example, we want to categorise that information and make it more understandable,

particularly the parts clients need to see and do, such as completing documentation."

For Peddie, the legal market must come around to offering more transparency to its customers. "Law firms haven't naturally been too good at letting clients in," he says. "Lawyers can be put off showing clients their files because there's no hiding place – you can't make excuses, saying you've sent a document in the post when you haven't done it, for example."

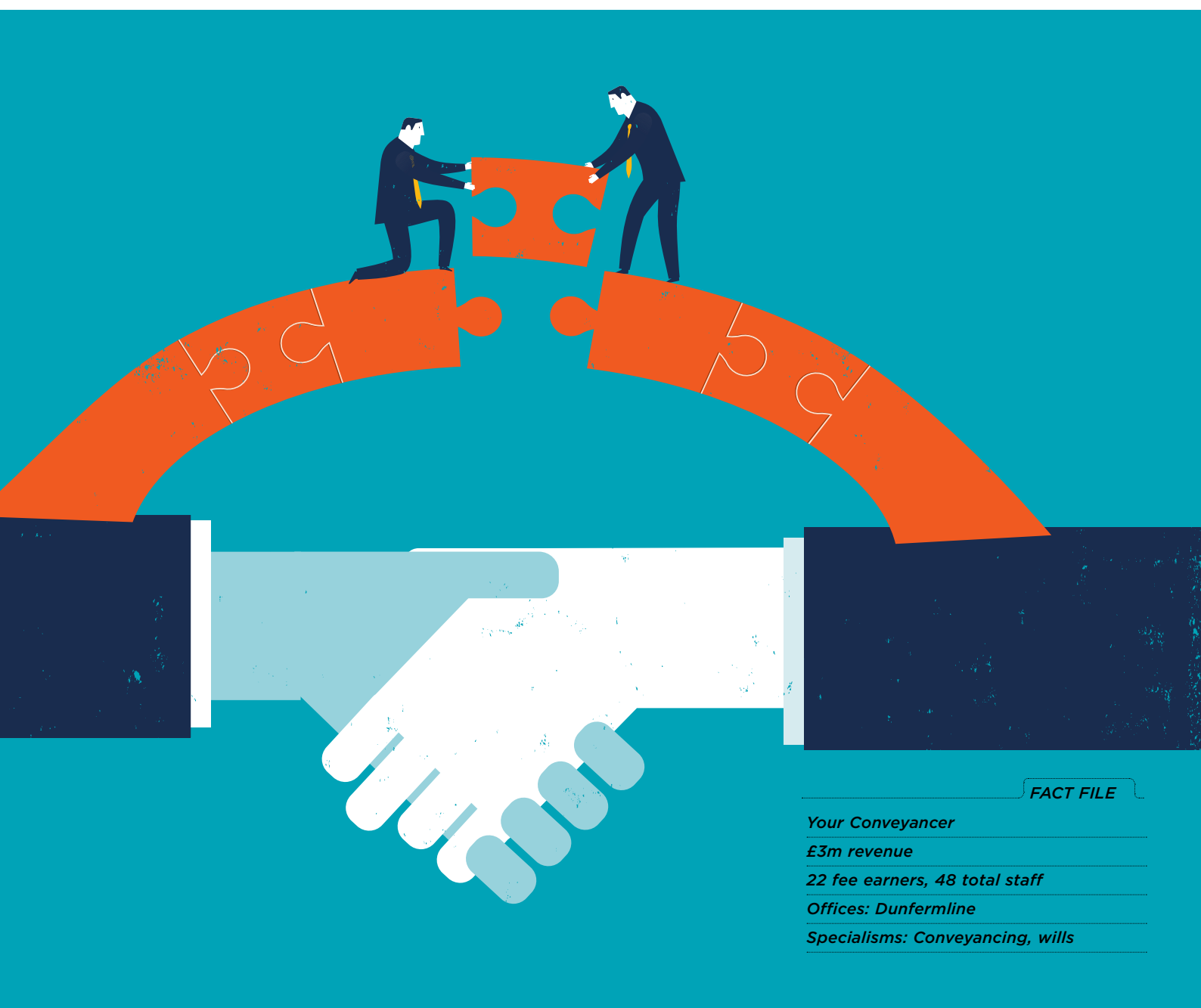
"We've had our files online for over 10 years now, and we take the view that by giving the customer transparency we've got to up our game."

A more open service gives clients confidence, says Peddie – and it helps them understand the value of what they're paying for. "People are too busy to take time off work to sit in a lawyer's office. They go online for everything else, from insurance to concert tickets and their weekly shopping – why should our service be any different?"

THE FUTURE-PROOFED FIRM

Another of the firm's add-on offerings is client access to management information online, including reports on the number of cases instructed, their status, duration and completion. "All those case management functions are within our CMS, Visualfiles," says Peddie, "and with our expanding online offerings, it's important to have up-to-date software that translates to the very best service for our clients."

For Lilly, the advantages also lie in enterprise capability. "The things we can do with the latest version of Visualfiles are allowing us to further future-proof the solution – and it gives us a distinct advantage over our competitors." Year-end revenue results have doubled since 2013, says Peddie, and now the business is planning to take all its remaining critical IT infrastructure into the 'hosted environment'.



FACT FILE

Your Conveyancer**£3m revenue****22 fee earners, 48 total staff****Offices: Dunfermline****Specialisms: Conveyancing, wills**

ABOUT THE SPONSOR

e-know.net is one of the UK's leading providers of managed hosted IT services to both the SME and enterprise market

www.e-know.net

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Key to that strategy is e-know.net.

Rounding out the firm's next phase of customer service improvement will be the Your Conveyancer website refresh later this year, says Lilly. "That update will incorporate much more functionality for our clients." And there are more projects now moving with e-know.net's assistance, he says. "We have to integrate with third parties and our business introducers. They quite often demand that we update their systems, so e-know.net works closely with us, offering skills and knowledge be it a web service or email encryption."

But the benefits of its updated systems are not only client-facing, says Lilly. On top of creating a digital environment to communicate with its clients, he says, it's equally as important for the firm's own people. "We also want to deliver our services internally as efficiently as possible. Our users work hard so rather than constraints, we need technology that's helping, not hindering them."

A large part of the IT department's success has been based on decisions taken during the recession. "During the downturn, at a time when many people were doing away with their IT departments, we focused on our processes and procedures so that we had the building blocks of quality management, security management and IT service management. That's allowed the business to kick on."

And kick on it has. "Now we have one point of contact with everything we do around IT," says Lilly. "When we had our IT in-house, we had to contact various businesses for support issues. It's now so much easier and efficient knowing we only need to go to one place for all our IT support needs."

Business is forging ahead in Dunfermline, and building on the success of the firm's Pro@ctive and E-zone e-conveyancing platforms, Your Conveyancer won't just be keeping up with the competition, it will be staying ahead of it. **LPM**