

Business Process and Communications
Solutions for the bottom line

 Pitney Bowes

Advantage

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Pitney Bowes Management Services
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- ▶ Best-in-Class
Process and
Technology
Delivers Cost
Savings to Top
Law Firm
Robinson & Cole



Top Law Firm Profits from Best-in-Class Document Processing. Organizations all over the world turn to Robinson & Cole for legal and business counsel. With more than 225 attorneys spanning nine offices, the firm is ranked among the 200 largest in the United States. Robinson & Cole's success has led to rapidly growing caseloads firm-wide, which in turn generates enormous volumes of documents and records.



► **Challenge**

How to drive improvements in operating costs, attorney productivity and client service while limiting the risk of new technology investments

► **Solution**

A strategic outsourcing partnership that leverages best-in-class legal industry technology to design and manage the flow of documents into, within, and out of the firm's office

► **Results**

Lower operating costs, accelerated response times for critical attorney projects, enhanced attorney experience with office services, state-of-the-art office-related expense tracking for client billings, and reduction of non-value-added administrative processes



Like many law firms, Robinson & Cole had in-house capabilities to handle mail, copying, scanning, binding and shipping. But the firm's on-site Office Service Center was underutilized as the attorneys and paralegals opted to send these basic document functions off-site to independent service providers—adding unnecessary time and cost to the document management equation.

The 165-year-old firm was also behind the technology curve. With federal e-discovery rules in full play and paperless office concepts making headlines, Robinson & Cole recognized it was time to invest in the technology and services that would help it compete even more effectively in the fast-paced legal industry. That investment required a sweeping culture shift at the firm.

"With the advent of technology and the changes in the way lawyers work, we began to recognize our firm wasn't as efficient as it needed to be," said Nancy Hayes, Chief Operating Officer at Robinson & Cole. "We needed to adopt new technologies and processes to manage our documents

and we needed a strategic partner to help us design and implement the right solution."

Discovering Technology Challenges

Robinson & Cole needed a strategic document strategy to better manage the rising tide of documents; a strategy that would leverage the best legal technology, best practices and best trained staff to drive efficiency, enhance compliance, and improve client services.

Finding the right partner to design and implement a firm-wide document management strategy—and help usher in a cultural shift that would drive modernization and revenue—was critical to the ultimate success of the initiative. Expertise, innovation and reliability are just a few of the factors Robinson & Cole considered while evaluating solution providers. After a year-long RFP process, Robinson & Cole chose to partner with Pitney Bowes to design and implement a state-of-the-art document management strategy.

Pitney Bowes conducted a comprehensive audit of the firm's

operations to thoroughly understand its specific needs. This analysis revealed three overarching challenges that, if solved, would facilitate a culture shift and offer an innovation roadmap to keep the company on the cutting-edge of law office technology.

Those challenges were: bringing document production back in-house, inefficient mail and document handling processes, and poor control over the costs associated with managing client documents so they could be properly billed back to the client.

"We knew our Office Services Center could be a source of revenue for us," said Hayes. "We wanted to capture the cost of document production and management."

Shifting Corporate Culture

With a clear understanding of the operational and cultural challenges at hand, Pitney Bowes designed an outsourced document management solution that leveraged its industry leading people, processes and technologies to migrate off-site work back

to the firm's Office Services Center. The solution was designed to reduce the overall cost of the firm's document management, enhance compliance, and improve client services.


The first goal was to stop using outside production services for tasks that could be handled effectively in-house. For the past 16 years, Robinson & Cole had sent some large production jobs to local vendors.

"One of our biggest challenges is helping our lawyers understand

the value of sending work to our Office Services Center—and that the staff can produce quality work for them, whether it's printing, scanning, labeling, or CD creation," Hayes said. "We selected Pitney Bowes because of the firm's deep legal expertise, technology, training and opportunities for employees."

Since trusting Office Services Center staff was a key component to the overall solution, Robinson & Cole decided to outsource the labor component to Pitney Bowes. Pitney Bowes hired Robinson & Cole

(left) Pitney Bowes team member managing document processes. *(below)* Nancy Hayes, Chief Operations Officer, Robinson & Cole, LLC



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Nancy Hayes
Chief Operations Officer,
Robinson & Cole, LLC



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employees and trained them to handle all mail and packages, and manage the copy center.

"With the decision to outsource the labor, we were concerned about the career path of our mail room employees," Hayes said. "We wanted to make sure they were taken care of. Pitney Bowes hired our mail room employees and transitioned them into their business."

Tackling Tactical Challenges

From an operational perspective, Pitney Bowes moved to standardize and streamline the firm's inefficient document production and shipping processes by implementing new processes and technology across the firm's nine offices.

Pitney Bowes installed a new fleet of multifunction (print, copy, scan, and fax) devices and workflow



and productivity software to allow the firm's attorneys to access documents from a digital library and submit print jobs from their desktop via an online interface no matter where they are.

Pitney Bowes' SendSuite® technology, meanwhile, allows Robinson & Cole to track postage costs for individual clients and manage shipping rules and handle all shipping carriers through a single system, and automate document completion. And, for all inbound packages, the Pitney Bowes Arrival® system automates tracking after they reach the firm's mail center, ensuring full accountability of critical parcels and documents until they are safely delivered.

Pitney Bowes began implementation in mid-February 2010 and the entire operation was up and running firm-wide by early March. "The installation was a smooth process—there were no hiccups," said Hayes. "We did an equipment swap

out over a long weekend and the new team was ready for business on Tuesday. Our firm's IT department worked closely with the Pitney Bowes technology team and it was a good partnership."

Driving Efficient, Profitable Client Service

With the new service up and running, Robinson & Cole still had to overcome the initial challenge of getting attorneys to test the state-of-the-art document management waters. With Pitney Bowes' production experts running the Office Services Center, the team renewed trust with the firm's attorneys one job at a time. Now, Hayes said, that trust has been established and the Office Services Center is busy all day long.

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The early results are promising: After the Pitney Bowes implementation, Robinson & Cole decreased its use of third party vendors by 80 percent in the first year, driving a 22 percent savings. Pitney Bowes also helped Robinson & Cole create an innovation roadmap that ensures the firm will continue to leverage technology to drive both cost savings and revenue opportunities for years to come.

"One of the key benefits of our relationship with Pitney Bowes is the support we can provide to our litigation department, which is a heavy producer of paper, CDs and page numbering," said Hayes. "Pitney Bowes has garnered their trust, and now other departments in the firm are taking notice and outsourcing to our Office Services Center. I expect the efficiencies to continue growing." ■



For more than 30 years, Pitney Bowes has been a leader in document management and litigation support services designed for the legal industry. We have reduced costs, streamlined processes, and increased efficiencies for hundreds of law firms, government agencies and Fortune 500 company legal departments.

World Headquarters
1 Elmcroft Road
Stamford, CT 06926-0700
888 245 PBMS
www.pbmanagementservices.com

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