Phonebooth
A DIVISION OF BANDWIDTH

CASE STUDY

# Law Firm Saves Money with More Flexible Phone System

Herring Mills & Kratt, PLLC (HMK) is a Raleigh, NC law firm founded in 1999 to meet the needs of families, individuals and business owners, as their legal needs change over a lifetime. Since the firm has round-the-clock connectivity needs and staff working on the go, it needs a phone system that can keep up with the pace of business.




## The Challenge

### Find a business phone system that's cost effective and flexible

When Roberta Hill joined HMK as Office Administrator, one of the first challenges she faced was managing what she calls a "very cumbersome" phone system. "They were charging us for three lines that didn't ring anywhere in the office, for one line that was disconnected, and for local long distance," said Roberta.

With the old phone system, Roberta couldn't get answers about charges on her bill or technical issues. In addition, the system was so old that replacement parts were no longer available, and the solution provider wasn't giving Roberta any answers.

The old phone system had an auto-attendant feature but making changes was anything but easy. It usually required a consultant's intervention, with the firm dumping more time and money into an already bloated system. "It was a nightmare," said Roberta.

## The Solution

### Phonebooth OnDemand, a cloud based VoIP business phone solution that's flexible, easy to use and cost-effective

When Roberta discovered Phonebooth, she was immediately attracted to the system's lower cost and features. She was able to quickly set up the system and call routing options to accommodate the firm's requirements. With group calling, she could route front desk calls more efficiently when the receptionist stepped away.

## HIGHLIGHTS

### Customer Goals

- Find a business phone system that's cost effective
- Increase ease of use
- Save time

### Phonebooth Solution

Phonebooth OnDemand, a cloud based VoIP business phone solution

- ✓ One simple low price, $20 per user
- ✓ Easy setup
- ✓ No contract, no risk
- ✓ Features that keep users always connected
- ✓ Save up to 60% per month

Phonebooth also made it easier to administer the firm's 800 number, a line answered exclusively by a team working outside the office. Now the calls get routed seamlessly and Roberta can go online and track them or make routing changes at any time, from anywhere. "It's almost too easy to believe. I just go online and make changes, and the auto-attendant takes care of it automatically," said Roberta.

One Phonebooth feature the partners like best is the ability to have their desk phones forward to their mobile phones ("follow me" feature) when they travel away from the office. This way, they never have to miss an opportunity. And the entire team loves the emailed voicemails (voice-to-text transcription). "We have a lot of after-hours calls. It's nice to not have to call the office to get your messages," she said.

# The Results

## Big savings

By making the switch to Phonebooth, HMK is now paying one-fifth the cost of its old phone service. But the advantages of Phonebooth stretch far beyond a lower monthly phone bill. Roberta believes that the overall reduced costs amount to a great business advantage because she knows what to expect each month and can truly plan ahead.

With the extra budget, Roberta is thinking about hiring another resource when the time is right. In addition, the team is considering the addition of part-time consultants who could work remotely on overflow business.

## Less time managing phone issues

Phonebooth has made it easier for HMK to manage client interactions. Now Roberta spends much less time worrying about phone issues and avoids the headaches that were a weekly challenge with the old phone system.

Roberta enjoys the ongoing relationship she has with Phonebooth. She knows that when she calls, her questions will always be answered within minutes. "I like that the information is online in the FAQs and Forum, and that I can also talk to a live person when it's needed. Everyone at Phonebooth has been so responsive. I just have more fun with these people."

> "I love Phonebooth. I don't cringe anymore when the phone bill arrives. It's almost too easy to believe. I just go online and make changes, and the auto-attendant takes care of it automatically."

*– Roberta Hill, Office Administrator*
*Herring Mills and Kratt, PLLC*

