

CASE STUDY:

Lundy Law

New Jersey, Pennsylvania, and Delaware

Lundy Law, a personal injury law firm serving Philadelphia for almost 50 years, is no stranger to effective business strategies. People living within the Delaware Valley can practically recite Lundy Law's television ad campaigns.

"I believe that, at the end of the day, the dominant brands will succeed," states L. Leonard Lundy, Managing Partner, who is an attorney and nephew of the firm's founder, Marvin Lundy. But in an overly-segmented TV market with hundreds of channels, "We needed something memorable, our own 'icon' so to speak. We needed to create a unique brand." They invested in the phone number "1-800-LUNDYLAW" and the web site LundyLaw.com.

THE CHALLENGE

"Our name is our phone number is our web site," says Lundy. It was so easy to remember, in fact, that it created its own problem: Even with individual direct-dial numbers for every staff member, 1-800-LUNDYLAW is still the one number everyone calls when they want to contact the firm. This sometimes created incredible bottlenecks for the front receptionist, who was tasked with routing a massive number of incoming calls.

When the LUNDY LAW ads ran (e.g., "Call 1 800-Lundy-Law if you've been injured"), hundreds of new case calls came in. At times, the firm had to set up an ad-hoc call center consisting of a conference room with a phone bank, cables and a dozen temporary employees. ("We didn't even have room for computers in there," says Lundy.) The temps manually took hundreds of messages each day, and then had to input them into the computer system. The personnel and equipment cost the firm significant money per campaign. The whole procedure turned out to be a painstakingly slow and painful response to an effective advertising campaign.

THE SOLUTION

After several failed "exercises" to alleviate the problem, Lundy Law turned to Expert Technology Associates (ETA), a communications solution provider in Plymouth Meeting, PA, that specializes in custom voice and data systems that tackle very specific business needs.

ETA conferred with Leonard Lundy, firm administrator Bernetta Henri, and others at the firm to design a solution that would allow them to receive and immediately dispatch several hundred calls per day to the correct personnel, automatically. This required networking four of the firm's six offices together on a single system, so staff from the Center City; Cherry Hill, NJ; North East Philadelphia; and Wilmington, DE offices could all reach each other by dialing a four-digit extension. The system incorporated call center features, economical VoIP technology, and forwarding and messaging capabilities; all while fitting Lundy Law with the most cost-effective hardware and carrier services for their business.

"Lundy Law was interesting in that they didn't need all the bells and whistles that a lot of systems offer; they had a concrete goal," says Ed Terry, a founding partner of ETA. "A lot of providers want to sell you on all the extras, since technology has so many capabilities. However, Lundy Law didn't need everything under the sun."

THE RESULT

Lundy Law's system accommodates what can amount to 400 calls a day to the 1-800- LUNDYLAW number, which is always answered by a live person, 24 hours-a-day. It requires minimal clerical intervention, no further need for auxiliary equipment or personnel, and no waiting on the part of the caller. "It's immeasurably faster and less expensive," stresses Lundy. Logistically and financially, their ad-hoc call centers were eliminated for good.

A DIFFERENT CHALLENGE

Several months ago, ETA was called upon to handle a new problem. Since law is such a detail-oriented business, Lundy wanted to facilitate the firm's many clerical duties more cost-effectively. Lundy decided to outsource a large percentage of the firm's clerical functions to an off-shore company. For this arrangement to work, however, the offshore employees had to be as accessible as any of their local in-house counterparts.

THE SOLUTION

Within a two-week period, ETA added the off-shore company to the Lundy Law phone system. "Now the outsourced personnel are just a four-digit extension away," says Lundy. "This is one of the most significant areas of savings we can attribute to the system."

The switch to a networked VoIP system itself probably saves the company several hundred dollars per month in phone usage costs alone, but "I don't think you can put a price on the staff's ability to back each other up and communicate with the efficiencies that come from having a central system," says ETA's Terry, who worked closely on the Lundy account.

THE RESULT

As a result of the overall advertising and technology strategy, Lundy Law has been able to successfully facilitate a large volume of calls that simply wasn't possible before. Employees can dial between offices and to clerical staff on the other side of the globe as if they're all in the same building. Lawyers and paralegals can travel from office to office and plug into the system as if they had never left their chairs, or even hook into a system extension at home.

"We transitioned from a local law firm to one that's practicing in three states — Pennsylvania, New Jersey and Delaware — with offices effectively across the globe. We handle business differently," says Lundy. "We still have the feel of the small, local law firm, with the personal touch of a receptionist handling massive amounts of calls. But we do business much more effectively and efficiently now. The fact that we're able to accomplish what we do with the system is phenomenal."

WHY ETA

"It's much more than saving money. It's quality of service," says Lundy. "And what's more, since the system has been installed, the phones have never gone down. Never. Ever."