ADAMS AND REESE LLP

LiteScape

Adams and Reese LLP Deploys LiteScape CallTrack PRO to automatically associate client-matter and project codes to inbound and outbound calls.

Who: Adams and Reese LLP: With more than 300 attorneys and advisors, Adams and Reese has offices across North America. American Lawyer Magazine includes Adams and Reese on its distinguished list of the nation's top 200 firms - "The AmLaw 200." The National Law Journal also lists the firm on the "NLJ 250" of the nation's largest law firms.

The Problem: Adams and Reese needed to improve its call tracking and billing mechanisms in order to reduce costs and streamline operations. They required a solution which would not only automate manual processes and eliminate costly and inaccurate call logbook reconciliation, but also integrate long-distance calls with their Elite accounting system.

The Solution: Adams and Reese deployed LiteScape CallTrack PRO, which allowed them to track, capture, and assign client calls for improved billing accuracy. Now lawyers at Adams and Reese can easily assign calls to appropriate codes at any time, either by utilizing simple and intuitive menus from their Cisco IP phones or by utilizing CallTrack PRO's "learn" feature to intelligently learn the appropriate client/matter/project codes associated with particular numbers. Moreover, Adams and Reese can now integrate all calls with Elite, its back-end billing system, to improve revenue capture and streamline business practices.

| **Customer**	**The Problem**	**The Solution**	**The Result**
Adams and Reese LLP. With more than 300 attorneys and advisors, Adams and Reese has offices across North America.	Adams and Reese needed to track calls by client and matter codes. They also needed to integrate call tracking with their billing system to improve their monthly call reconciliation process.	Thanks to LiteScape, attorneys at Adams and Reese use call tracking to save time and increase productivity. CallTrack PRO is empowering them to improve cost recovery processes and substantially reduce the price of long-distance charges, which now are billed back to the client.	After one month of deploying CallTrack PRO, Adams and Reese had 0 exceptions for calls which needed to be reconciled with their billing records. Moreover, thanks to CallTrack PRO's intuitive interface, they saved countless dollars and man-hours training employees on how to enter valid codes.

Major U.S. Law Firm Increases Revenue Capture with LiteScape CallTrack PRO

Major American law firm Adams and Reese LLP needed a solution to automatically associate client-matter and project codes to inbound and outbound phone calls. They also required an application which contained a "self-learn" feature to automatically associate client-matter codes with particular numbers based on previously made or received calls. Therefore, Adams and Reese deployed LiteScape's CallTrack PRO, which allows them to increase revenue by precisely tracking, capturing, and assigning client calls for improved billing accuracy with their Elite accounting system. Call Track PRO is a Legal industry solution for LiteScape OnCast, which bridges the gap between corporate data, collaboration tools, desktop PCs, and IP phones to create a seamless communications experience. The power of OnCast lies in its ability to integrate organizations' communications infrastructures with a range of critical business applications including Microsoft Active Directory, Microsoft Outlook/Exchange, IBM Lotus Notes, Salesforce.com, and WebEx.

"I needed to remove the pain of reconciling our call management process, and only LiteScape offered the ease-of-use features and functionality we needed," said David Erwin, CIO of Adams and Reese. Thanks to LiteScape's CallTrack PRO, lawyers at Adams and Reese can easily assign client-matter codes to all calls made, while utilizing the "learn" feature to eliminate the need to re-assign codes, driving productivity. The law firm as a whole improved their cost-recovery process, integrating all calls with their Elite accounting system. They reduced long-distance charges and billed appropriate costs back to their clients, capturing lost revenue.
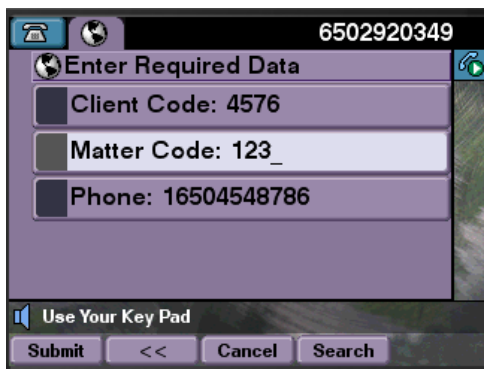
CallTrack PRO's intuitive interface on a Cisco IP Phone
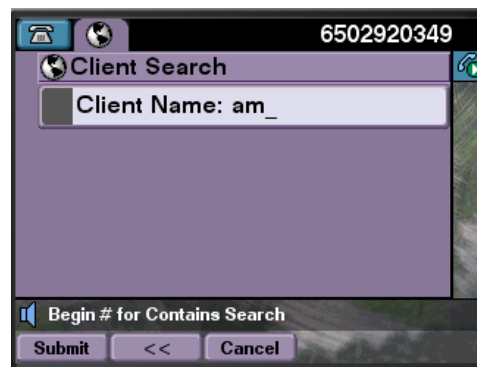
Easily search your client/matter code database from a Cisco IP phone

Adams and Reese worked with LiteScape to configure all of their servers and coordinate project meetings to review all pre-installation requirements. LiteScape reviewed the installation details with the law-firm, in particular how their Equitrac accounting system integrates with LiteScape's application tables. Adams and Reese deployed two redundant servers to run the applications, while working with LiteScape on all VoIP integration, CTI ports, and dialing numbers.

> **"After having implemented CallTrack PRO for one month, I ran our monthly exception report to manually reconcile calling exceptions. I was astonished to find that there were ZERO exceptions to reconcile."**
> **— David Erwin, CIO, Adams and Reese**

Now, Adams and Reese is discussing the possibility of deploying LiteScape's flagship product, OnCast, in order to allow them to track client-matter codes from PCs, click to dial from critical Microsoft business applications like Outlook, and integrate all inbound/outbound calls with their CRM system. Moreover, Adams and Reese is particularly interested in leveraging OnCast to integrate their web collaboration tools with their IP telephony infrastructure, to ease collaboration and optimize business processes.