

# LEADING LEGAL FIRM BOOSTS FEE EARNER PRODUCTIVITY WITH OPTIMISED ADMIN SUPPORT

Swiss Post Solutions creates a centralised support desk offering 24/7 assistance

Challenge	Solution	Benefit
<h2>Support</h2> <p>The firm wanted to find a way for its fee-earners to prioritise day-to-day tasks by reimagining the support legal secretaries provide.</p>	<h2>Integrate</h2> <p>Building on an initial review, SPS integrated secretaries into hubs within each legal practice group, before developing a centralised admin team.</p>	<h2>Productivity</h2> <p>With more effective admin support, the firm's fee earners can now spend valuable time focused on their legal expertise and clients.</p>

After recognising the need for change in how secretaries supported fee earners, this legal firm undertook a review of its administration practices. The firm looked to SPS to support the reorganisation, culminating in the creation of a Central Business Admin desk. One dedicated team now manages the majority of admin, reducing the manual workload and boosting fee earner productivity.

## Changing the Role of Secretary

Law firms work across many different practices, with staff specialised in each, presenting many different methods for legal staff to generate value for their companies. This legal firm is no different, employing lawyers across many different industries and regions, with all of them endeavouring to succeed for their firm and clients.

Legal secretaries are a vital part of the fee earners' process, supporting them with day-to-day printing, postage, couriers or portage tasks, among others, to enable the lawyers to focus on their day job. However, the large groups of secretaries were difficult to manage, and much of the fee earners' admin processes required manual input. Trips to printers or post rooms seemed an unavoidable part of the day.

The firm decided to undergo a review of its secretarial support, looking to uncover how fee earners could achieve greater productivity from closer admin support.

The consensus confirmed a reorganisation of the service was the best course of action, and the firm looked to its partner Swiss Post Solutions (SPS) for support.

SPS was tasked with redefining the role of legal secretary within the firm. SPS set out to build an experienced and knowledgeable team fully prepared to meet the day-to-day needs of the firm's fee earners.

## Centralised Support

With new applicants stringently assessed and outstanding candidates recruited, SPS set out to action the findings of the firm's review. The review initially found that each of the firm's practice groups should be more connected, and SPS introduced at least one Business Admin (BA) across each legal discipline. The firm also repositioned its legal secretaries as Practice Assistants, better outlining their responsibilities to support fee earners.

Despite the success in actioning the vision set out in the firm's review, the new admin process quickly became unwieldy. The firm looked for a solution and recommended the creation of a concierge-style central helpdesk service to integrate the teams, but before the new model could be fully launched Covid lockdowns hit in the UK.

As fee earners settled into remote working for the foreseeable future, SPS took the opportunity to completely redesign the admin process. SPS moved away from having Business Admins allocated to legal practices groups and instead created a fully centralised admin hub.

Building on the idea of a concierge-style service, SPS launched the Business Admin Central Service Desk. All admin requests could now be routed to one location, allowing a Workflow Co-ordinator to allocate work as it arrives, whilst maintaining complete oversight of progress. With fee earners now working primarily from home, admin requests were made and completed remotely, meaning fee earners relied solely on BAs for support whilst they could focus on their core efforts.

## No Objections

The creation of the Business Admin Central Service Desk has enabled the legal firm's fee earners to concentrate fully on value generation. The admin team has now grown to 23 members, with three coordinators situated across the print room, mailroom and central admin desk. With the new structure in place admin tasks are consistently completed to a high standard within agreed service levels, and SPS has generated 30% savings on secretarial costs.

The centralised admin function has continued to operate smoothly now lawyers are returning to the office, and the workload has remained at a similar level. Thanks to the growing resource in the admin team, SPS was able to extend the hours of the central admin desk to 24/7 during the lockdown period. With lawyers often working late hours, the opportunity to provide support at unsociable times has proved key to boosting fee earners productivity. Beyond supporting lawyers in the UK only, 24/7 operability has enabled the business admin desk to support the firm's office around the globe, offering the same remote support as fee earners in the UK received during lockdowns.

Not content with the success of the central business admin desk, SPS is already looking at ways to improve its efficiency. Incoming and completed work is still logged manually using spreadsheets, and SPS is already investigating software to automate reporting and workload management, streamlining the day-to-day process for PAs.

Ultimately, with support from SPS to optimise the process, the firm established an effective and efficient admin support process, enabling its fee earners to focus their time and effort on delivering value for the firm thanks to a seamless link between the firm's on-site staff and SPS' team.

## About the Client

This leading legal firm operates across the globe and provides legal services across a wide variety of practices, industries and regions.

## Learn more



LEGAL

To learn more about Swiss Post Solutions and our capabilities, please visit:

[www.swisspostsolutions.com](http://www.swisspostsolutions.com)