



Adapt Your Legal Services

When Technology meets Legal

The legal industry is undergoing tremendous change as technologies begin to play a larger role in a profession traditionally resistant to disruption. These legal technologies aren't designed to automate lawyers out of their jobs. Instead, they're designed to promote efficiencies, as they tackle other issues within the legal industry - like client satisfaction (or the absence thereof).

Yet, many legal technologies are still in their infancy. Knowing the difference between tech that will disrupt the industry and tech that will only serve to disrupt your clients is difficult. That's what this ebook is designed to explore.

This ebook has been prepared by the marketing team of the Adapting company.

Adapting is based in the Netherlands and offers Software as a Service solutions to legal providers within Europe.

Contents

04

Cybersecurity and Data Protection at the Forefront of the Legal Mind

06

Lawyers Finally Look to the Clouds

09

Customer Excellence in Legal Services is the New Black

11

How Process-Driven Software Promotes Efficiencies in Legal Services

13

Hitting your KPIs with Legal Tech Looking to the Future of Legal Services

Cybersecurity and Data Protection at the Forefront of the Legal Mind



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Described as the biggest threat to every company in the world, the cost of cybercrime is expected to reach \$6 trillion in 2021 - up from \$3 trillion in 2015. Cybersecurity Ventures describes this as “the greatest transfer of economic wealth in history”.

Legal service providers, in particular, have cause for concern. They’re an attractive target to cybercriminals. Not only do they hold an immense amount of valuable data - ranging from IP through to bank account details - but legal professionals are known to be soft targets.

Take the NotPetya malware attack that crippled DLA Piper’s global system in 2017 for instance. Legal cybersecurity was thrown into the spotlight. The finding: the legal profession is coming up lacking.

“Before-The-Event” Cyber Risk Management Steps

Robert Mueller stated in 2012 “I am convinced that there are only two types of companies: those that have been hacked and those that will be. And even they are converging into one category: companies that have been hacked and will be hacked again.”

Given the legal obligation to keep client information confidential and the increasingly stringent legislative data protection requirements being enacted globally, the emerging mantra of “when, not if” gives cause for concern.

In the first 8 months of the European GDPR, more than 59000 data breaches were reported in Europe. The Netherlands, Germany and the UK were hit the hardest by breaches - with the 3 countries making about 75% of

those reports. It is apparent that legal service providers need robust firmwide policies alongside technological solutions that tackle cybersecurity risk from multiple angles to mitigate their risk.

Technological solutions play a major role in legal cybersecurity

Technology certainly has an important role to play in any robust cybersecurity risk management strategy. The 2019 Robert Half Legal report asserts that more than 75% of law firms plan to increase spending on cybersecurity in the next 12 months.

But simply beefing up your own security measures is no longer enough. Increasing reliance on cloud-based Software as a Service (SaaS) solutions means legal professionals must ensure their software providers are equipped to keep client and user information safe.

AdaptingLegal, for instance, provides a real-time encrypted communication channel between client and legal service providers to ensure third parties can't tamper with or eavesdrop on communications. These measures go a long way towards protecting your business.

Your staff are your biggest cybersecurity risk

Nonetheless, good cybersecurity can't just be purchased and installed. The people in your organisation unwittingly present a huge risk to your cybersecurity.

In 2017, two law firms in Australia sent millions of dollars to hackers following a sophisticated email scam attributed to social engineering - a type of cybercrime that involves psychological manipulation. A law firm in Dublin fell victim to a similar cyber attack earlier in 2019. Investing in education for your staff is crucial if you want your business to survive the onslaught of cyber attacks that will no doubt continue into the future.

Managing the Aftermath: Crisis Management and Business Continuity Plans

If (or when) you fall victim to a cyberattack, you need to know what to do. This requires careful consideration of

Crisis management plan

You need to discuss crisis management before you are targeted. Your crisis management plan should include, at a minimum:

- Who will make up, and head, your cybersecurity incident team
- Pre-drafted cybersecurity breach communications
- A drill schedule to test your plans

In addition to this, creating flowcharts or documents that are comprehensible to all of your staff, not just your IT team, will empower your entire team in the event of a cybersecurity crisis. Hard copies of these documents should be readily available.

Business continuity

Following the NotPetya attacks, DLA Piper spoke out about their costly mistakes and foreshadowed their future plans. Beyond segregating their network, their next priority was to move to a cloud-based system.

Why? Because it took them four days to recover company email. Moving to a cloud-based system for core services, like client communication, provides a failover in cases like the DLA wiperware attack.

Regaining access to these crucial documents and communications following an attack will mitigate potential losses. Many noted the millions in lost revenue DLA Piper would have sustained in the days and weeks of lost productivity following NotPetya.

Cyberattacks show no sign of slowing

Cybersecurity is likely to remain as one of the foremost concerns within the legal industry for years to come. If you aren't making moves to the cloud or investing in your technology and your staff, you're making yourself an easy target for increasingly sophisticated cyber attacks.

AdaptingLegal is a secure, cloud-based SaaS that provides encrypted client communications at file level, amongst other things. Get in touch today to see how Adapting Legal can benefit your business.

Lawyers Finally Look to the Clouds

Software as a service (SaaS) solutions were initially met with skepticism by the legal industry. Storing and sharing confidential and privileged information online rang risky alarm bells. But in the information age, the legal industry limped towards the use of cloud-based practice management systems. Now, legal professionals are starting to turn their heads to SaaS solutions as the nature of lawyering undergoes a monumental shift.

This article contains an overview of the potential benefits SaaS solutions offer to legal professionals:

1

Happier clients and lawyers through remote access

Leveraging SaaS solutions means you can securely access client files, communications and information from wherever you are in the world, on whichever device you're using. All you need is your login.

Benefits of flexible workplace arrangements

By paving the way for your workers to work remotely, you unlock a host of benefits for both your clients and your lawyers. Amongst these benefits are two that you might not think could coexist: increased responsiveness (and happier clients) and improved work/life balance (with happier lawyers).

There's increasing evidence that flexibility in working arrangements promotes productivity and engagement, while also helping your company to retain its talent. As your employees are more engaged, their productivity and responsiveness increase and business outcomes improve.

2

Meet the needs of a diverse client base

Everyone is getting used to the convenience of online platforms. From communications, to shopping, to organisation, there's a platform for almost anything you need. To appeal to clients from diverse backgrounds, you need the tools your clients want to use. You need to cater to those who prefer online chat to your meeting room - no matter how great the ambiance is in there.

SaaS solutions can help you appeal to these diverse clients. From providing an encrypted space to communicate with them through to giving your clients the reins with Do-It-Yourself (DIY) documents and services, SaaS solutions open doors to the provision of alternative services without significantly disrupting your current service model.

3

Increase competitiveness in a tight marketplace

SaaS tackles the rising costs of providing legal services in an increasingly competitive marketplace on several fronts:

Lower overheads

As a product, SaaS is more affordable than the leading server-based software. It's significantly more scalable too - so you're able to purchase the software for the number of users you want and you can add modules to the product as you grow.

Increase efficiency

Fewer hours are being billed by lawyers today than 10 years ago. While some put this down to dropping productivity, there are many others who state simply that competition within the marketplace means that what was billable ten years ago isn't necessarily billable today.

By harnessing the power of SaaS solutions, legal professionals can automate tasks like client intake, document generation, billing, legal research, and predictions of judgements. The automation of these processes cuts the number of hours your staff spend on non-billable tasks - freeing them up to focus on what counts.

4

SaaS means continual platform improvements and reduced reliance on IT support

The cost of updates to the software form part of your subscription fee so, in using SaaS, you minimise your reliance on expensive IT support while retaining access to a platform that's constantly being improved.

All versioning and updates are performed automatically by the SaaS provider across all of your devices. So your software is always compliant, always secure, and always available.

5

Go Green. Go Paperless.

Moving to SaaS solutions is a convenient way to decrease your carbon footprint. In a world that's demanding increasingly green services, moving your files to the cloud and going paperless (or moving towards paperless) is an easy way to take those first steps.

Added benefits of going paperless include reduced overheads associated with printing and printer maintenance, as well as those associated with storage of hard copy files.

AdaptingLegal helps you decrease the cost of providing the legal services contemplated by our software by more than 25%, while maximising the quality and quantity of your output. You'll achieve customer excellence, benefit from improved public perception from your reduced environmental impact, and you'll be empowered to provide legal services moving in the direction of the future.

The background is a dark blue, stylized illustration of a library. It features rows of bookshelves filled with books of various heights. On the right side, there is a faint, light-colored illustration of a person's face, looking towards the left. The overall aesthetic is modern and minimalist.

“

The legal industry
is experiencing a
shift in delivery and
business models.

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Customer Excellence in Legal Services is the New Black

‘Customer excellence’ is having its day in the sun. A phrase that contemplates the provision of excellent services to a loyal customer base might seem more at home in hospitality than in the legal industry. That is, until you consider the 2017 report by LexisNexis which noted an alarming disconnect between legal professionals and those of the clients they purport to serve.



Photo: Shutterstock

Clients are almost universally unhappy with the current state of legal services and their list of demands is growing as fast as competition within the legal industry.

The growing discontent has largely been met with deaf ears. While innovation expert Nick Skillicorn defines innovation as “turning an idea into a solution that adds value from a customer’s perspective”; the legal sector has been criticised for its stubborn adherence to the existing delivery structure - one that barely contemplates customer experience.

Legal technologies have stepped in to mediate the disconnect, sparking growth in Software as a Service (SaaS) and AI-driven tech as legal providers look to the future to gain a competitive edge.

Here’s how legal tech can help legal service providers create and nurture a culture of customer excellence:

1 Improving communications

Legal tech is well placed to improve the quality and quantity of the communications taking place between lawyers and their clients. Tailored automation of the intake process, for example, prompts clients to provide the information required - nothing more, nothing less. Thereby providing your clients with quality communications from the outset.

Automation platforms, like AdaptingLegal, also support clients throughout the legal process with secure 24/7 access to Do-It-Yourself (DIY) products, up-to-date documents and file information. This ultimately improves communication, while reducing the communicative burden on you to update your clients via email or phone.

2 Increasing cost efficiency

Automation of the legal intake process reduces the number of hours your staff spend entering data on your client files. The information collected can then be pulled into templates, without requiring your support staff to duplicate their efforts by having them enter the client data into various systems.

By having a computer do in seconds what might take you or your support staff minutes (or hours - depending on the size of your business), you're improving cost efficiencies for both you and your clients. This means clients aren't paying a premium for processes that can be easily automated, while freeing up lawyers to focus on what's important for their clients - working on their legal issues.

In the current legal climate where clients are demanding increased value, focusing billing efforts on work that can't be automated is bound to satisfy even your most demanding and cost-conscious clients.

3 Solving business challenges

Another source of discontent for legal customers is that they want their lawyers to provide solutions to their business problems. Lawyers, however, tend to see their role in a fundamentally different light - and provide advice for their clients to convert into solutions.

One way this gap can be bridged is through the establishment of stronger business partnerships between lawyers and their corporate clients. This is complicated by lawyers not necessarily having the requisite depth of understanding about their clients' businesses to provide the solutions the clients so desperately hope for.

Communicating with your clients about their wishes in this regard and providing them with a secure space to share additional information about their businesses is the first step towards bridging this gap.

4 Promoting accuracy

Harnessing the power of automation promotes accuracy within your legal processes. The information about your clients in your system will be more predictably correct because it has been sourced directly from the client, not re-entered once or twice by you or your staff.

Your automated legal processes will be reliably accurate down to the minutiae details. You no longer need to rely on your memory to change specific aspects of a contract template. Instead, the automated template will act as a checklist. Moreover, the template will always be up-to-date, so there's no need to worry about which version of the template you should be using.

In today's competitive market, legal service providers that pioneer the change from the traditional legal service model towards a model that promotes customer excellence will end up ahead. Legal technologies, like AdaptingLegal, that leverage user-friendly platforms to reduce the administrative burden on lawyers can make this switch easier on those involved.

How Process-Driven Software Promotes Efficiencies in Legal Services



Illustration: Shutterstock

Legal service providers are turning to process-driven Software as a Service (SaaS) and other emerging legal technologies as a means of increasing productivity and improving profit margins in a competitive marketplace. Here, we'll delve into the specific benefits of process-driven SaaS for legal professionals hoping to increase both workflow and cost efficiencies.

The legal industry is changing

The legal industry's incredible resistance to technological disruption can be attributed to it being the sole guardian of legal knowledge. But a move to make the law and lawyers more accessible to the public has opened the floodgates. Today, alternative law services and free legal templates can be found online for anyone who feels inclined to look.

Innovation is finally having its day in the legal industry.

And while some legal professionals are concerned that technology will do away with legal jobs, the more likely outcome is that automation via legal tech will simplify legal processes, giving lawyers more time to focus on legal issues.

Automation of processes in the legal industry

At this juncture, contemplation of the difference between automated processes and the auto-filling of templates is merited. Templates that can be auto-filled have made headway with legal firms. However, auto-filling requires information to be manually inputted into your systems by lawyers or support staff. This creates potential for erroneous or missing data to negatively impact the quality of the final document.

Automation of the client intake process, however, means that the information provided firsthand by your client is available immediately to be pulled into approved templates for sharing. Thereby reducing duplication of effort and minimising the risk of error in the back-office processes.

Process-driven software drives focus on legal issues over legal admin

The automation of repetitive processes, like court forms, contracts, agreements, and intake processes, allows lawyers to spend time focusing on the legal issues at hand. Predicted outcomes from this shift in focus include:

Increased lawyer engagement

Lawyers will be spending more time on the challenging aspects of their role, instead of the tedious and repetitive components. This promotes increased engagement with the work.

Reduction in mental health issues

Burnout, depression and anxiety are serious issues within the legal industry. While automated processes can't claim to cure them, increased engagement is thought to ward off the effects of burnout. By creating lawyers who are happier with the work they're undertaking, you're helping to create happier lawyers.

Increased speed and accuracy through automation

Reduce customer lead time

Process-driven software focusing on client intake significantly reduces customer lead time. Legal professionals will be made aware of the nuances of clients' legal issues from the outset, facilitating faster file allocation and clearance, flexibility, scalability, and the ability to outpace your competitors. All of these factors drive increased revenue.

Add value for your clients with faster file progression

The potential for faster turnaround coupled with the value-add clients get from their lawyers focusing on legal strategy (and tasks that can't be automated), instead of drawing up yet another similar document from a template, means increased client satisfaction. A definite perk for legal service providers looking to retain clients in today's legal ecosystem.

Moreover, you will benefit from increased productivity and engagement, and better profit margins. It's little wonder that process-driven SaaS solutions, like AdaptingLegal, are being touted as the investment that may make or break legal service providers in the future.

Hitting Your KPIs with Legal Tech

Key Performance Indicators or KPIs can (and should) be used to measure the central aspects of a lawyer's performance at file level and in terms of business development. The data gathered via KPIs guide the decision making that will determine your success into the future - particularly in terms of revenue and growth - so the importance of measuring and analysing KPIs really cannot be understated.



Photo: Pexels

Legal matter allocation per lawyer

The legal industry is rife with stressed lawyers carrying high workloads. It might seem bold to state that legal professionals have the capacity to take on even more work. But, with the right assistance, it is entirely possible. Automation affects productivity in one of two ways: either machinery completely replaces workers or it allows them to increase their output. The automation of legal processes means that lawyers will spend less time completing rote and repetitive work. Instead, they'll be required to simply review the automated documents, freeing up time to focus on the complex legal issues presented by their clients.

Number of non-billable hours per matter

In the same vein, automation can significantly reduce a lawyer's administrative workload. We've previously used the example of automation of the client intake process to highlight how duplication of efforts and inefficiencies in legal processes can easily be obviated by automation.

AdaptingLegal also provides legal customers with to-the-minute access to the status of their file. Lawyers no longer need to communicate with clients whenever small tasks are completed. Notifications about file status can be generated and sent automatically. Again using information provided by the client at file level to reduce

errors in such notifications. Both of these highlight how automation can reduce the number of non-billable hours lawyers dedicate to each file.

Response Times

While response time of itself isn't necessarily indicative of the quality of a response, it can offer insight into the satisfaction of your legal customers. With an increasing number of clients imposing response deadlines on the legal professionals who handle their files, managing response times is akin to managing client expectations. Legal tech can help you with that.

In addition to practice management software that allows you to set up and manage file deadlines (that duplicate across files, so you aren't repeatedly setting up the deadlines yourself), automated communications that contemplate these deadlines can decrease the administrative burden on the lawyers sending them. For instance, communications acknowledging new instructions can be automated using the information provided by the client during their intake process.

When this is considered in conjunction with a secure online space where clients can see how their file is progressing, the lawyer's response time diminishes significantly.

Percentage of cases solved/resolved successfully

Provision of DIY services allows legal providers to rapidly and successfully turnaround files for their clients. Consider, for instance, the official parenting plans offered by De Nationale Advies Balie. The parents of the child/ren answer a series of questions together. They'll then receive a tailored parenting plan to bring with them to their first meeting with their lawyer. Instead of the lawyer being required to draft the document, they will simply ensure it meets their clients' needs. If so, the file can be successfully closed. If not, the lawyer will devote their time and attention solely to the aspects of the parenting plan that require specific legal intervention. This is faster (and more engaging) for the lawyer and more cost effective for the legal customer.

Total cost of the provision of legal services

Legal tech is well positioned to reduce the total cost of legal services. It reduces overheads, like printing, storage costs and large upfront outlays traditionally associated with software purchases. In the case of AdaptingLegal, anticipated operational cost savings of more than 25% can be expected.

AdaptingLegal harnesses the power of technology to improve legal services from the perspectives of the legal industry and legal customers. Provision of better, faster service leads to happier clients, while promoting engagement and efficiency on the part of the lawyer.



Legal SaaS should

INTEGRATE WITH YOUR EXISTING SYSTEMS

The SaaS solution you subscribe to is only as good as its ability to integrate with your current systems. If it doesn't communicate with the existing systems, the reality is that it's likely to lead to duplications of effort which all but defeat the purpose of the legal software.



Legal SaaS should

PROMOTE TRANSPARENCY AND CLIENT RETENTION

Legal technologies are paving the way for more transparent legal services. Clients no longer need to rely on their lawyers to respond to requests for updates, cloud-based SaaS solutions provide clients with secure access to the relevant Do-It-Yourself (DIY) products and relevant legal documents as the file progresses.

While this level of transparency can seem intimidating for busy legal professionals who keep to tight deadlines, the reality is that your clients are more likely to derive value from transparent services. Moreover, it builds trust, highlights operational inefficiencies, and promotes client retention.

The Future is Here

Legal technologies capable of all of this already exist and have been adopted by some of the biggest companies across Europe. AdaptingLegal is used by companies like ARAG, Nationale Advies Balie and Omnilegal, to solve some of the biggest business challenges they face. They're already using AdaptingLegal to achieve:

- Service excellence through cost savings, service desk optimisation, and the optimisation of internal processes.
- Customer focus through employee engagement, added value (via DIY products), and improved communications.
- Innovation through forward-thinking, dynamic adjustments demanded by the shifting legal industry.
- Improved loyalty of legal customers through more responsive and higher quality provision of legal services.
- Increased breadth of legal offerings using process-driven software to drive efficiency and cost-effectiveness.

Get in touch

Adapting was established in 2017 with the aim of simplifying legal processes and improving access to justice. The first solution Adapting delivers to the market is AdaptingLegal – a SaaS solution designed to create and deliver online legal services that matter.

With AdaptingLegal, you can use customisable online forms to integrate the intelligent collection and processing of legal customer data into your business's operational chain.

[Get more info](#)

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