

## Kaboodle helps law firms deliver cost-effective solutions that leave their clients raving

With legal industry client expectations continually expanding, law firms are expected to deliver more value with increasing internal pressure to drive costs down. The core product delivery of “timely, cost effective legal advice that works” is necessary, but not sufficient to differentiate a firm in an increasingly competitive market.

For law firms, word of mouth is king, and Inzen’s Kaboodle helps firms deliver cost-effective solutions for their clients that leave them raving. An example is one of Australia’s most respected and progressive law firms, Harmers Workplace Lawyers.

### WHAT CAN KABOODLE DO FOR YOU?

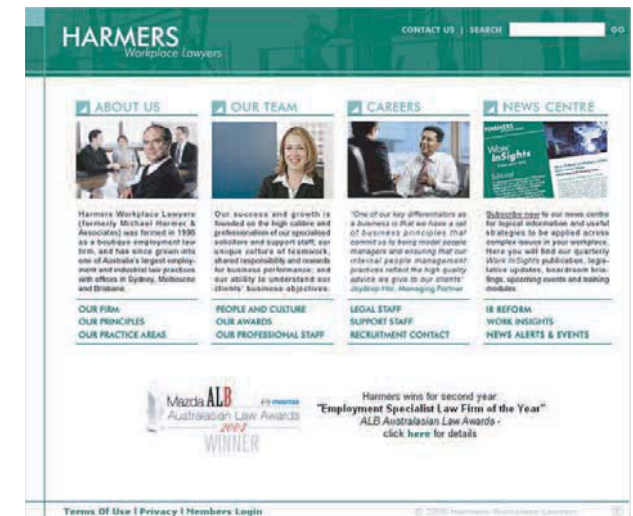
- > Quickly and easily update your web presence for the public and your clients
- > Communicate quickly and easily with professional HTML email newsletters
- > Maintain brand consistency and design throughout the website and e-newsletter
- > Create private extranets for your clients to download secure documents

### THE CASE STUDY

Harmers Workplace Lawyers (formerly Michael Harmer & Associates) is one of Australia’s largest employment and industrial law practices, with offices in Sydney, Melbourne and Brisbane.

In 2005 Harmers approached Inzen to provide them with a comprehensive web solution that would compliment their relationship based style of service and deliver tangible benefits for their clients.

Working with Harmers’ designers, Inzen launched their new web presence, built on Kaboodle, in May 2005.



## COMPLETE CONTROL

Both administration and marketing staff are trained in the use of the website management tools, meaning Harmers have complete control of the entire site. Changes and alterations, newsletters, adding extranet users, adding extranet content and more are all accessible to those authorised from any computer that is internet connected.

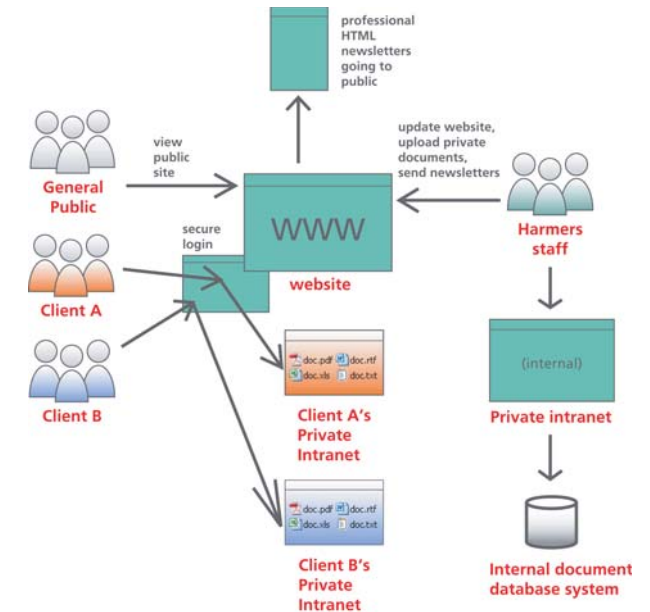
## INSTANT COMMUNICATION

Harmers use Kaboodle to keep their clients informed about the latest news and legislative developments. Work Choices and its impacts is one notable example where Harmers have used this technology to deliver up to the minute information about developments as they came to hand.

Kaboodle's easy to use eNewsletter functionality allowed Harmers to cost effectively target areas of its contact database with industry-focused communication about the legislation, ensuring relevance to the reader. Not only is this a value add, but also works to generate new instructions from both existing and new clients.

## SECURE DOCUMENTS IN PRIVATE EXTRANETS

Harmers allow certain clients access to a secure extranet facility permitting the clients to log in and retrieve confidential matter-related information. This delivers a level of trust to the client relationship by providing an unprecedented level of transparency and information sharing. This also allows retention and cross-pollination of information assets for the client, a significant differentiator and value add.



"INZEN'S KABOODLE HAS TRANSFORMED OUR WEB MARKETING STRATEGIES, AND GIVEN US THE ABILITY TO ENHANCE CLIENT RELATIONSHIPS, WHILE STREAMLINING OUR PROCESSES."

Bob Hobart (Business Manager)



INZEN

case study

LAW

## GRANULAR FEEDBACK

Detailed integrated statistics are available at the click of a button. Statistics are updated every hour, allowing Harmers to check at any time the success of a particular marketing campaign.

## PRIVATE INTRANET

Harmers also use Kaboodle to maintain a powerful, private Intranet that is the 'home page' of their Internet Explorer browser. This means every staff member is greeted by the Intranet when their first log on to their computer, with the latest news, information, links and documents. Kaboodle allows the Intranet to be easily linked to their database-driven Document Management System, so that Harmers staff can effortlessly create links on their Intranet to up-to-the-minute documents.

## CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

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