

Making practical guidance, exceptional guidance

BrookStreet des Roches (BSDR) is a 21st century law firm that has evolved from a 1990s company of three partners and three lawyers, into a dynamic commercial law practice, with a national reputation for real estate and complementary disciplines. A highly motivated team of thirteen partners and over thirty lawyers, including one of the largest teams of real estate lawyers in the region, BSDR prides itself on providing good advice that creates enduring positive experiences for its clients.

Core to BSDR's success has been enduring focus, independence and entrepreneurial spirit. Nowhere is this stronger than its approach to technology. Trusting their IT outsource partner and the experiences of their own people has helped drive their technology strategy.

Pragmatic change

"A part of how we run our business is that we regularly review how we manage and run our legal practice." said Professional Support Partner, Rebecca Thomas.

BSDR decided to revisit their legal research and guidance portfolio as part of routine business reviews to identify new ways to improve productivity, ensure value for money, and maintain further competitive advantage. Part of this regular revisit included a review of LexisPSL.

In the last five years LexisPSL, the online practical guidance tool from LexisNexis, had been rapidly expanding its presence within the UK practical guidance market with hundreds of in-house legal teams and 85 of the top 100 law firms now using the product.

LexisPSL has been built from the ground up to integrate practical guidance with the authoritative commentary and primary law resources of LexisLibrary and the proofreading technology and document automation of LexisDraft. Several firms across the UK now operate with LexisPSL as their primary source of practical guidance.

Following that review, BSDR chose to invest in LexisPSL and LexisLibrary.

BSDR wanted to minimise the impact on staff and ensure continuity of service delivery and quality.

"This sort of thing directly affects the time that our lawyers can spend advising clients. We must get it right. Mistakes are unacceptable. It really needs to be pretty painless." said Partner - Commercial and Intellectual Property, Gayle Curry.

To that end, BSDR identified an extensive trial programme as the best way of testing the solutions against real world requirements. BSDR worked with LexisNexis to deploy their own styles and business processes into the programme. Running the LexisNexis platform and the legacy tools in parallel offered BSDR

a powerful ability to compare and contrast the technologies. BSDR found the LexisNexis "close touch" approach a good fit, providing personalised training, feedback and resources on demand throughout the trial. Working together with LexisNexis, BSDR was able to ensure that all staff were fully engaged and confident in the process as much as the solution.

Making change painless

BSDR recognises that securing user engagement is key to any successful technology project. Managing the process so that it's inclusive without losing pace or effectiveness is a big part of that.

“What's really impressive is that even after the trial, we still have access to the same levels of support, and account management.”

- Rebecca Thomas

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Meeting client GDPR expectations before they arise

“Although GDPR wasn’t due to take effect until May 2018, BSDR’s clients expected them to be ahead of the game. BSDR were delighted to find a good level of support for their GDPR initiative in the forward looking GDPR content already in LexisPSL well in advance of the deadline.”

Highlights

- ✓ LexisPSL GDPR Coverage
- ✓ Access to the LexisNexis PSL team
- ✓ LexisPSL Practice Management module
- ✓ LexisPSL Property module
- ✓ Sector Modules
- ✓ Making the process engaging and painless

“Like BSDR, Lexis Nexis put customer experience at the heart of everything they do. The LexisNexis engagement model is built around a fundamental understanding of the challenges that arise with change. This is key when supporting customers with the successful transition to new technologies and means our clients can access the benefits of improved productivity, performance and return on investment far more quickly.” said Gerry Duffy, Director of Sales and Marketing.

BSDR wanted to make sure that their users understood how they could engage with the new technology and get up to speed making best use of the solutions. LexisNexis were able to combine the expertise of qualified lawyers with experienced technology project managers and educators to maintain pace without diminishing quality.

“The people [LexisNexis] have been incredibly approachable. It was really good to be able to speak directly to your PSL team and understand how you work...because I never really understood that with our previous provider. It’s very helpful to know that you’re receptive to our ideas as well.” said Gayle Curry,

“It certainly felt like you wanted to get it right, which is all you can ask really” said Hugh Tebay

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BSDR was also focussed on making sure that the step change in content was obvious and accessible to every user.

Practice management is a key area for all law firms but doesn’t always receive the attention it needs from all solution providers. BSDR found the access to the LexisNexis Practice Management module.

By the time the trial was over, the decision was a simple one and the switchover, when it happened, was natural. LexisPSL and LexisLibrary are now part of regular working life for the BSDR lawyers.

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