



Whiting & Mason case study

Customer name:	Whiting & Mason Solicitors
Type of business:	Solicitors
Address:	24 Union Road, New Mills, High Peak, Derbyshire
Date of installation:	27/05/2011

What problems was the customer having?

Whiting & Mason was looking to replace its analogue dictation system with a new digital platform. It's recognised that its old tape machines had reached the end of their useful life and that the practice could increase its efficiency by switching to digital technology.

What was the structure and profile of the clerical workflow system?

The team of solicitors at Whiting & Mason rely on a dictation system to transfer important client information to a bank of secretaries who then use it to process letters and other important documents relating to their clients' affairs.

How did the customer hear about Lexacom?

Joanne Potts, a senior partner at Whiting & Mason, discovered Lexacom's details while performing an Internet search and invited it and two other well-known digital dictation suppliers to make contact and profile their respective products. Lexacom was the first supplier to respond to and Joanne was immediately impressed with what she heard.

Did the customer take advantage of a free trial?

Yes. Whiting & Mason thought the 30-day free trial offered by Lexacom was invaluable. Joanne Potts said: "It was really useful on two counts. It firstly illustrated the extreme difference between Lexacom's digital dictation software and our old analogue system. It was like night and day.

"It also gave us the reassurance that the system was for us. The Lexacom guy that came to see us was very patient and gave us his thorough attention. He took the time to illustrate precisely how the system would meet our specific requirements. That was very well received and that level of customer service effectively made the buying decision for us."

What was the solution that was delivered by Lexacom?

Lexacom has provided a reliable and effective digital dictation solution for three authors and three secretaries at Whiting & Mason's New Mills office. Because the installation has been so successful, it is now planning to roll Lexacom out at its three other offices in the North West.

What was the customer reaction after the installation?

Joanne Potts said: "We all love Lexacom. As you would expect from a digital dictation platform, Lexacom allows us to process our information much faster because we can get the work to our secretaries without any kind of delay. It's an instant transfer and they can pick it up straight away.

"It's also great to know that when we have new people joining our practice – either solicitors or secretaries – we can just switch them on to Lexacom straight away. That shows how versatile and functional the system is.

"Finally, I would give special mention of the strength of the customer service offered by Lexacom because this is really what swayed our buying decision. They have been very quick to respond to everything we have asked and have always been extremely enthusiastic about our business. That, coupled with the fact that the price was not prohibitive, counts for an awful lot and gave us the confidence that we were buying the right system."