



## Sam Moseley & Company Delivers Highly Professional Legal Service using the Avaya IP Office Solution

A successful solicitor's practice demands professionalism and technical excellence, with the highest integrity and standards in its work. Sam Moseley & Company is one of those companies. This leading London-based team of solicitors needed a next-generation telephone system to manage client needs across multiple sites. By introducing an Avaya IP Office solution, the company is delivering consistent, highly professional service and reducing costs.

**Industry:**

Legal Services

**Business Challenge**

Enable seamless, cost-effective communication between multiple sites on behalf of fast-growing UK legal practice

**Solution:**

- Avaya IP Office
- Avaya Series 20 digital handsets
- Avaya Interquartz analogue handsets

**About Sam Moseley & Company**

Sam Moseley & Company is one of the leading solicitors' practices in the South East of England, with offices in The Strand, London and a satellite office in Croydon, South London. The company's services include criminal law, private and commercial conveyance, and commercial law. Sam Moseley & Company has two senior partners and 15 staff.

deadline. In this environment, Sam Moseley & Company needs to present a highly professional face to its clients. Communication must be continuous, seamless, and to a high quality. Until recently though, the company's Central London headquarters was relying on an outmoded analog phone system. There was none of the functionality associated with modern phone systems—the greatest drawback being the lack of voicemail.

The situation was compounded as the business expanded. When Sam Moseley & Company opened its second office in Croydon, South London and then a third in Brixton, South London, it was apparent that a new state-of-the-art phone system needed to be considered. As Stephen Sam, Senior Partner at Sam Moseley & Company explains, professional communication was the underlying objective.

"The legal business demands that we present a highly professional image to our clients," he says. "When we had only one office, the telephone system was just about tolerable. Once we opened the two new premises though, staff would often

**Business Challenge**

In the legal business, there's no margin for error. Solicitors are typically dealing with a multitude of different cases on behalf of hundreds of clients—each with their own pressing demands, and each case working to a tight





work from any one of the three sites. It was not always easy for clients to reach the appropriate people, calls were sometimes lost in the system, and phones were often left unanswered. We needed incoming calls to be managed by a receptionist and distributed to the three offices—totally transparently to the client. We were determined that each site should adopt this client-facing perspective, and initially considered disparate systems at each site. Alfred Ashley showed us an altogether more effective means of approaching the problem.”

Alfred Ashley Technical Services was already closely involved in supporting Sam Moseley & Company’s technology infrastructure, and Sam Moseley & Company approached this leading UK Avaya Authorised BusinessPartner to discuss its challenges. “Alfred Ashley understood exactly what we were trying to achieve, the importance of presenting a professional service, and the need to drive efficiency,” says Sam. “It was apparent that there was a large amount of voice and data traffic between each of our London sites. We already had a data link between each site, so voice over an IP network meant that the voice traffic between sites would travel for free!”

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*Stephen Sam, Senior Partner,  
Sam Moseley & Company*

## An Ideal Fit for the Business

Working closely with Sam Moseley & Company, Alfred Ashley proposed a flexible Avaya IP Office solution. This all-in-one IP-enabled solution is ideally suited to small and medium-size businesses like Sam Moseley & Company. “We were convinced that the Avaya IP Office solution was the ideal fit for our business needs,” Sam explains. “It possesses powerful functionality to help our staff become more productive in their tasks, and ensure seamless internal communication. We were impressed by Avaya’s track-record in assisting companies of a similar size to Sam Moseley achieve their communication goals, and of course it’s great to work with a world leader. Most importantly though, the integrated solution would help the business improve its client service and satisfaction.”

By adopting the Alfred Ashley proposal, Sam Moseley & Company also avoided the costly and time-consuming stage of placing the program out to tender. “No other proposed solution could offer the same functionality at the same price with the same ease of use,” he adds.

## The Avaya IP Office Solution

Sam Moseley & Company has deployed Avaya IP Office at two sites, linked via voice over IP (VoIP). Calls can be made from either site either through ISDN or VoIP, dependent on the destination. The company has a blend of 20 Avaya Series 20 digital handsets and 20 Avaya Interquartz analogue handsets. The customer uses Voicemail and PhoneManager for call distribution. The system was installed by Alfred Ashley alongside the original system. Training was performed on-site with small local groups of users, prior to the system becoming live. This meant that when the system went live, on day one, all staff were familiar with the system and handsets. The final step was for Alfred Ashley to provide Sam Moseley &



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*Stephen Sam, Senior Partner, Sam Moseley & Company*

Company with a remote support service, to give them ‘peace of mind’. This—as Sam Moseley & Company has experienced—is very straightforward, owing to the remote configuration tools of the IP Office range.

Besides basic call functionality, Sam Moseley & Company is leveraging Avaya PhoneManager functionality to manage calls from its Microsoft Windows desktop PCs. Users can view call identification, the number dialled by the caller, call history, and queue monitoring, allowing them to respond more quickly and more professionally to each and every call. Staff can also see at a glance which of their colleagues is available or busy. “Some users use nothing else apart from Avaya PhoneManager,” says Sam, “Whilst others use a mix of handset operations and PhoneManager. There are also some casual users however who still prefer to solely use the handset. The beauty is that all of these types of operation can co-exist alongside each other.”

Voicemail was also high on Sam Moseley & Company’s list of original priorities. As a solicitor practice, it is imperative that client messages are received at all times—even when the legal individual is unavailable. Using Avaya IP Office voicemail, the company can manage multiple calls simultaneously and be certain that important legal details are supported and received in an efficient environment. Avaya voicemail provides an automatic answer option for unavailable employees, personalised greetings for client assurance, and the ability to conveniently copy and forward messages with attachments to other groups of staff. “It is intensely frustrating—and potentially damaging to the legal process—if messages are passed around on scraps of paper, or rely on an email

from reception. With Avaya Voicemail, all our staff are continually connected to a high quality, efficient messaging system. It enables them to respond to clients more quickly, more accurately, and to a more satisfying standard of client service,” Sam says.

Call conferencing was not originally part of Sam Moseley & Company’s focus—but over time it had proven to be extremely useful. When the company was operating from a single office, a conferencing facility was of less importance; but with staff now situated miles from one another, it is essential that the company has access to a cost-effective means of conducting group remote communication. Staff can easily set up and administer conference calls on demand, without any prior reservation with expensive external conference vendors. Conferences may involve staff or external third parties involved in processing the company’s criminal law, private and commercial conveyance, and commercial law cases. This flexible and cost-effective approach to conferencing has proven to be of major benefit to Sam Moseley & Company. “Now that we’ve tasted it, we couldn’t afford to be without it,” Sam adds.

Besides enhancing client service and improving staff productivity, the Avaya solution is also helping the company to reduce costs. Because Sam Moseley & Company already had a data link between each of its sites, voice traffic is channelled through this link without additional cost being incurred. Further cost is derived from improved staff efficiency: voicemail, PC-managed calling, conferencing, and direct dialling all enable legal cases to be processed more quickly and effectively. And support for remote working means the company’s mobile and homeworkers can be as effective in a remote location as they can be in the office.

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Looking ahead, Sam believes that the Avaya IP Office solution will grow seamlessly as the business expands. “We are doubling in size every two years,” he says. “Very soon, the system will need to cope with the demands of up to 90 staff. Based on the ease of scalability and modular architecture of the Avaya platform, we have every confidence that Avaya will continue to support us moving forward. The inherent flexibility of the systems also means that we can tailor it to the exact needs of the business.”

Sam is also impressed by the skills, professionalism, and experience displayed by Alfred Ashley. “Their solution provided an exact fit to our business requirements, and allowed us to take advantage of leading edge technology at an affordable price. This was combined with Alfred Ashley’s knowledge of the integration of our existing IT infrastructure with all aspects of electronic communication. Together, Avaya and Alfred Ashley make a winning combination.”

**Learn more**

To find out how Avaya IP Office can enhance your communications solutions, please contact your Avaya Authorized BusinessPartner or Avaya Client Executive, or visit [www.avaya.com/smallmidbusiness](http://www.avaya.com/smallmidbusiness)

For more about Avaya and our other award-winning solutions, visit [www.avaya.com](http://www.avaya.com)

**About Avaya**

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



IP Telephony

Contact Centers

Unified Communication

Services

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