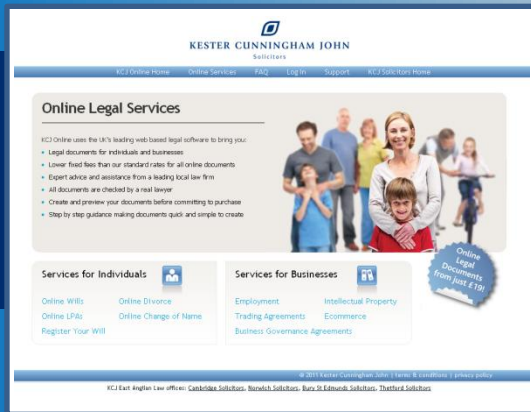




# An Epoq Case Study



**Engaging with clients online using Epoq's DirectLaw service**



**KESTER CUNNINGHAM JOHN**  
Solicitors

# Epoq Case Study: KCJ

**The client:** Kester Cunningham John (KCJ) is an East Anglian law firm with offices in Cambridge, Bury St Edmunds, Thetford and Norwich. It has expertise in a wide range of legal areas, including commercial, property, employment, Wills, probate and family law.

**The project:** To provide KCJ with the online capability to enhance their existing services by allowing their clients to access, draft and pay for legal documents directly from KCJ's website. In addition, KCJ's solicitors wanted easy access to documents drafted by their clients in order to review and amend them as required.

**The scope:** The project required the following:

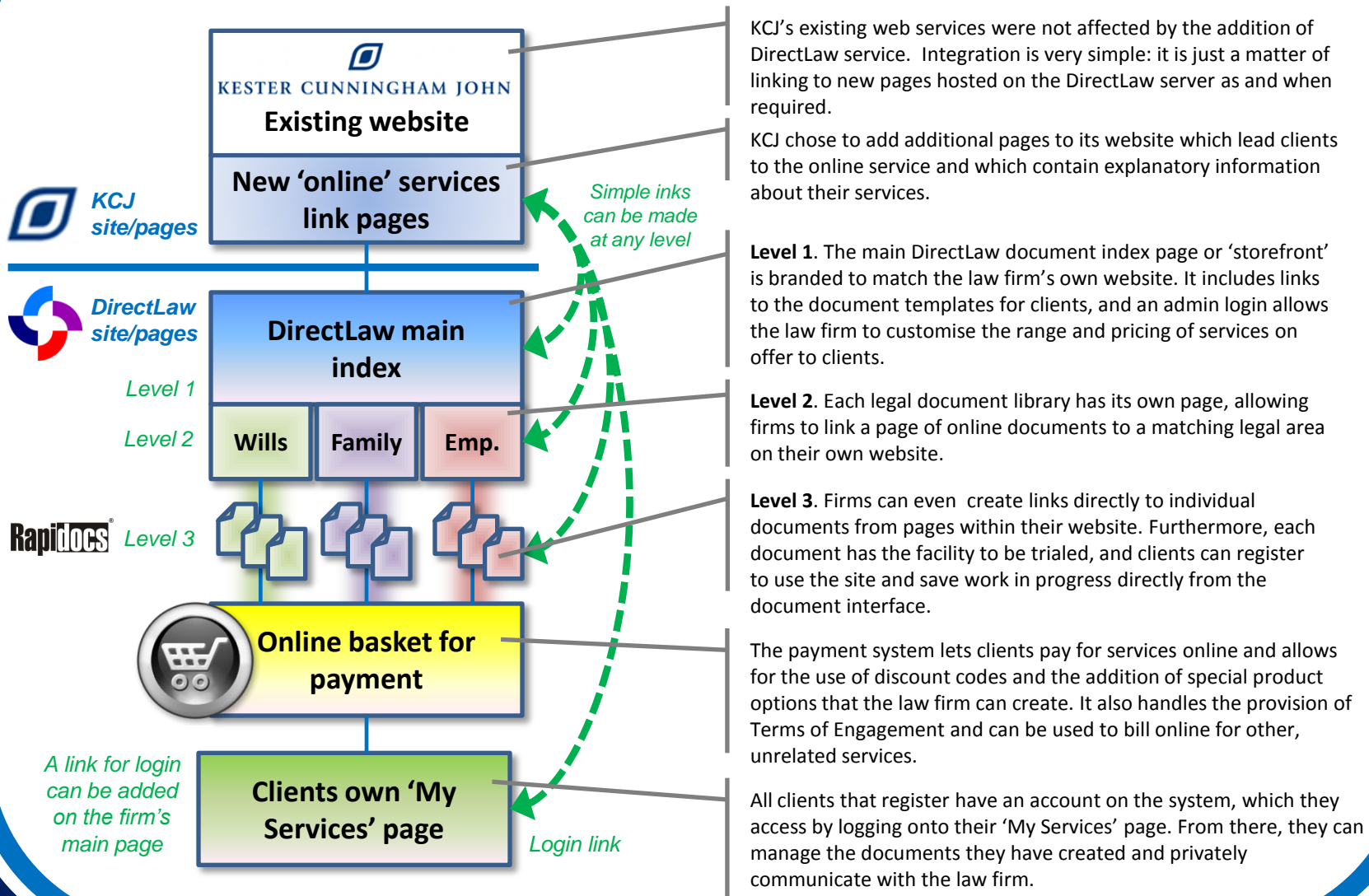
- The creation of an online documents website branded to match the existing KCJ website
- An online payment facility and the ability to offer fixed fees
- The ability to control the online documents available and their pricing
- Support for discount vouchers schemes to allow targeted marketing promotion
- Technology for billing and transaction management
- The solution offered should be easy to use, fit with the firm's existing processes for handling clients and be simple to implement

**The technology:** The solution provided to KCJ was Epoq's DirectLaw online client engagement and document drafting service. The service includes the building and hosting of a document services website and a range of document templates which are maintained and kept up to date by Epoq's in-house legal team. Epoq also provided an online ecommerce system that can take payments for documents upfront, as well as handle the issue of discount vouchers and be used to bill for unrelated services. KCJ elected to take the Wills and family law library modules, with the knowledge that it can easily add other areas of law at a later date should it wish to.

**The timeline:** The building of the DirectLaw document website, seamless linkage with KCJ's main website and initial training from Epoq took only three weeks from start to finish.



# How DirectLaw is integrated



KCJ's existing web services were not affected by the addition of DirectLaw service. Integration is very simple: it is just a matter of linking to new pages hosted on the DirectLaw server as and when required.

KCJ chose to add additional pages to its website which lead clients to the online service and which contain explanatory information about their services.

**Level 1.** The main DirectLaw document index page or 'storefront' is branded to match the law firm's own website. It includes links to the document templates for clients, and an admin login allows the law firm to customise the range and pricing of services on offer to clients.

**Level 2.** Each legal document library has its own page, allowing firms to link a page of online documents to a matching legal area on their own website.

**Level 3.** Firms can even create links directly to individual documents from pages within their website. Furthermore, each document has the facility to be trialed, and clients can register to use the site and save work in progress directly from the document interface.

The payment system lets clients pay for services online and allows for the use of discount codes and the addition of special product options that the law firm can create. It also handles the provision of Terms of Engagement and can be used to bill online for other, unrelated services.

All clients that register have an account on the system, which they access by logging onto their 'My Services' page. From there, they can manage the documents they have created and privately communicate with the law firm.

# The Results

In 2011, KCJ were completing an average of 61 online documents per month, achieving a tenfold return on investment for their monthly DirectLaw subscription cost. In addition, they are attracting and engaging with a new range of clients who enjoy the convenience of online access to the services provided by DirectLaw.



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*“Today, people want things instantaneously. It’s a fast-growing expectation that we cannot ignore, and the DirectLaw system lets us offer that kind of service to clients. We now have access to markets that we didn’t before. For example, we are looking at the 60 percent of people who don’t have Wills and aren’t attracted to using solicitors. We are now able to offer good value as the client completes much of the work in advance and we can offer a fixed price. We can offer quicker client service as work is completed online and therefore cuts out the need for meetings as well as the need to use Royal Mail. However, we can still offer our clients the security of dealing with a legal professional.”*

**Stephen Goddard, Development Director, Kester Cunningham John**

**About Epoq:** Epoq is the UK’s leading provider of online legal document services. Founded in 1994, we have been pioneers in changing the way legal services are delivered, using cutting-edge technology to enable hundreds of legal documents to be completed with speed and accuracy online. Underpinned by our comprehensive range of legal documents and law guides developed over many years, our document automation technology allows a wide range of law firms and organisations to deliver legal services conveniently and with ease online.



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