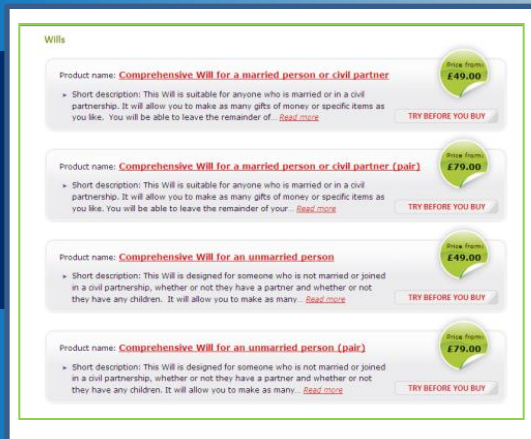


# Rapidocs®



## An Epoq Case Study



Using online legal document automation to reach new markets and increase sales of online Wills

 **Russell Jones & Walker**  
Solicitors

# Epoq case study: Russell Jones & Walker

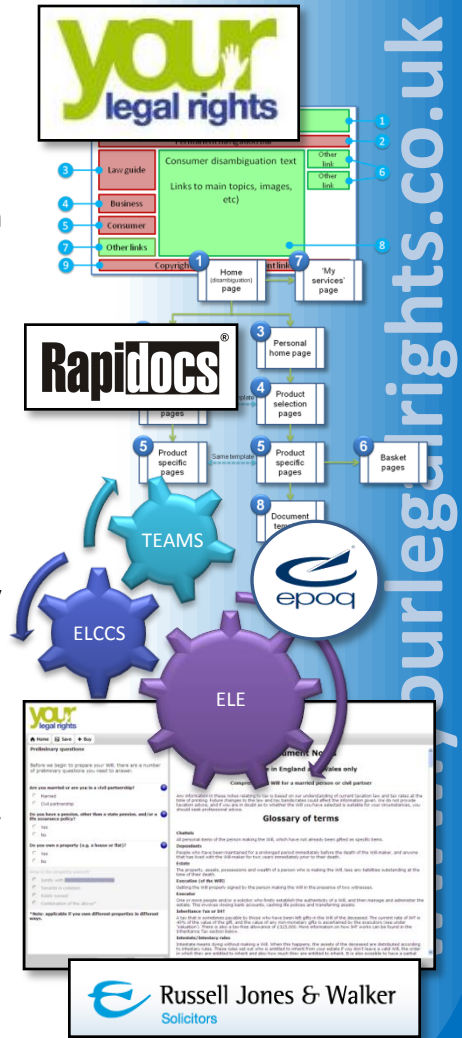
**The client:** Russell Jones & Walker (RJW) is a leading national firm of solicitors dedicated to upholding the legal rights of individuals, with a reputation for delivering client-focused, responsive, innovative and high-quality legal work. The firm created a dedicated legal advice website, Your Legal Rights (YLR), to provide information about a range of consumer legal matters, from difficulties at work to getting divorced or problems with buying a home. The website gives free basic legal information and access to specialist advice, depending on the nature of the inquiry.

**The challenge:** RJW wanted to offer consumers easy access to more than just legal advice and information through the YLR website. Specifically, it wanted to allow site visitors to purchase services, such as legal documents, at fixed and affordable prices.

**The project:** Following consultation between RJW's marketing director and Epoq's product specialists, RJW chose to implement Epoq's Rapidocs document automation technology into the YLR website. This gives site visitors the ability to purchase a range of documents relating to several areas of law, including property, family and Wills, which they can draft by completing an online questionnaire at a time and place that suits them. The project required Epoq to deliver six components:

1. Legal document web pages branded for the YLR site with links to document questionnaires
2. An online payment facility to allow RJW to offer fixed fees and take payments upfront for the documents purchased
3. The option for clients to submit documents for legal review by an RJW solicitor
4. A voucher system to enable the marketing of special offers
5. A "try before you buy" capability to allow clients to trial the online documents
6. A comprehensive law guide providing information about all the available documents

*(These six elements are highlighted on the schematic on the next page)*



# Site Schematic



**Basket** <sup>2</sup> Allows online purchase



**£££** <sup>4</sup>  
Discount voucher codes entered during payment

**Main site**

**Rapidocs** <sup>5</sup>

**PREVIEW and COMPLETE**

All legal templates can be trialed

**SUBMIT**

<sup>3</sup>



**Legal team**  
Review in back-office using ELCCS (Epoq Legal Contact Centre System)

**Law guide** <sup>6</sup>

Gives guidance, helps with document selection, and can assist with completion



**1** Engaging and content-rich 'brochure' pages.



Client-facing systems

Back office systems



# The Results

A year after the integration of Rapidocs online documents into YLR website, over 1,000 online Wills were completed by visitors to the site. This was achieved through a combination of targeted marketing campaigns using the special voucher facility and the ease with which consumers can access and complete the Rapidocs questionnaires from the YLR website.



*"We set up Your Legal Rights to offer consumers easy access to legal advice and services in the most user-friendly way possible. Epoq's Rapidocs online document automation system was a natural fit in achieving these aims and has allowed us to offer cost savings to our clients and make cost savings ourselves, while still delivering a high-quality legal service."*

*We place great emphasis on excellent client service and the attraction of Rapidocs is that we are in complete control of the documents our clients receive and how they are reviewed. I would recommend Rapidocs online document automation to any law firm looking to offer its clients greater flexibility and choice in the provision of legal services."*

**Andy Hoe, Marketing Director  
Russell Jones & Walker**

**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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