



CASE STUDY: FLORIDA LAW FIRM ADVANCES WITH PANASONIC'S SMART HYBRID COMMUNICATION PLATFORM

CHALLENGE:

Located in historic Bradenton, Florida, the law firm of Dye, Deitrich, Petruff & St. Paul has been serving its community by providing superior legal services since 1920. The longest standing firm in the city, it specializes in probate, estate planning, wills and trusts, and real estate and environmental law. The firm was using Panasonic's TX-TD1232 Digital Hybrid Phone System, and while the system had performed reliably and without fail for nearly 20 years, it was reaching the end of its lifespan and time for an upgrade.

SOLUTION:

Dye, Deitrich, Petruff & St. Paul worked with Custom Communications, an authorized Panasonic reseller that installs, designs and services networks and commercial telephone systems to spearhead the business communications enhancement. The KX-NS700 Smart Hybrid Communication Platform was selected as the best solution for the upgrade because of its advanced capabilities—enabling the law firm to combine both legacy and IP lines for lower operating costs and increased efficiency. With highly flexible deployment options and the ability to support up to 288 extensions, the KX-NS700 was the versatile solution the law firm was looking for.

One challenge the team faced during installation was the integration of the new Smart Hybrid Communication Platform with the firm's existing cost accounting software. The software was a critical part of the firm's day-to-day billing operations. It was integrated with the existing phone system to ensure calls and fax communications were assigned to the appropriate client. In addition to the cost accounting software, the law firm had recently purchased Panasonic's KX-TVA50 voicemail system, and wanted to ensure that their investments in these communications and billing tools would be protected with the new system.

"The law firm's existing cost recovery and expense management software was an important part of their billing infrastructure and we needed to make sure it would integrate seamlessly with the NS700 to ensure there were no billing disruptions," said Bob MacDonald from Custom Communications. "I worked closely with the team that installed the accounting software and we were up and running in no time."

The NS700 along with Panasonic full duplex speaker phones provide enterprise-class functionality and easy-to-use business features including call forwarding, intercom, voicemail to email, fax to email, dial by name directory, multiple extensions and one touch conferencing – enabling the team of Dye, Deitrich, Petruff & St. Paul to communicate and collaborate in ways that have enhanced their productivity.

RESULTS:

With a brand-new phone system equipped with newly enhanced features such as advanced call routing, the staff has seen a positive uptick in productivity and ease of use. Since the installation, the new system has been up and working flawlessly.

"The new Panasonic solution has helped us be more efficient and allows us to quickly respond to incoming calls and requests from our clients," said Jackie Vingelli, office administrator and 30-year veteran of the firm. "The products have been performing extremely well and the whole process has been a seamless, worry-free experience."



LEARN MORE

us.panasonic.com/business-solutions