



Why your law firm should invest in apps today

5 stories that prove the necessity of apps in the legal industry

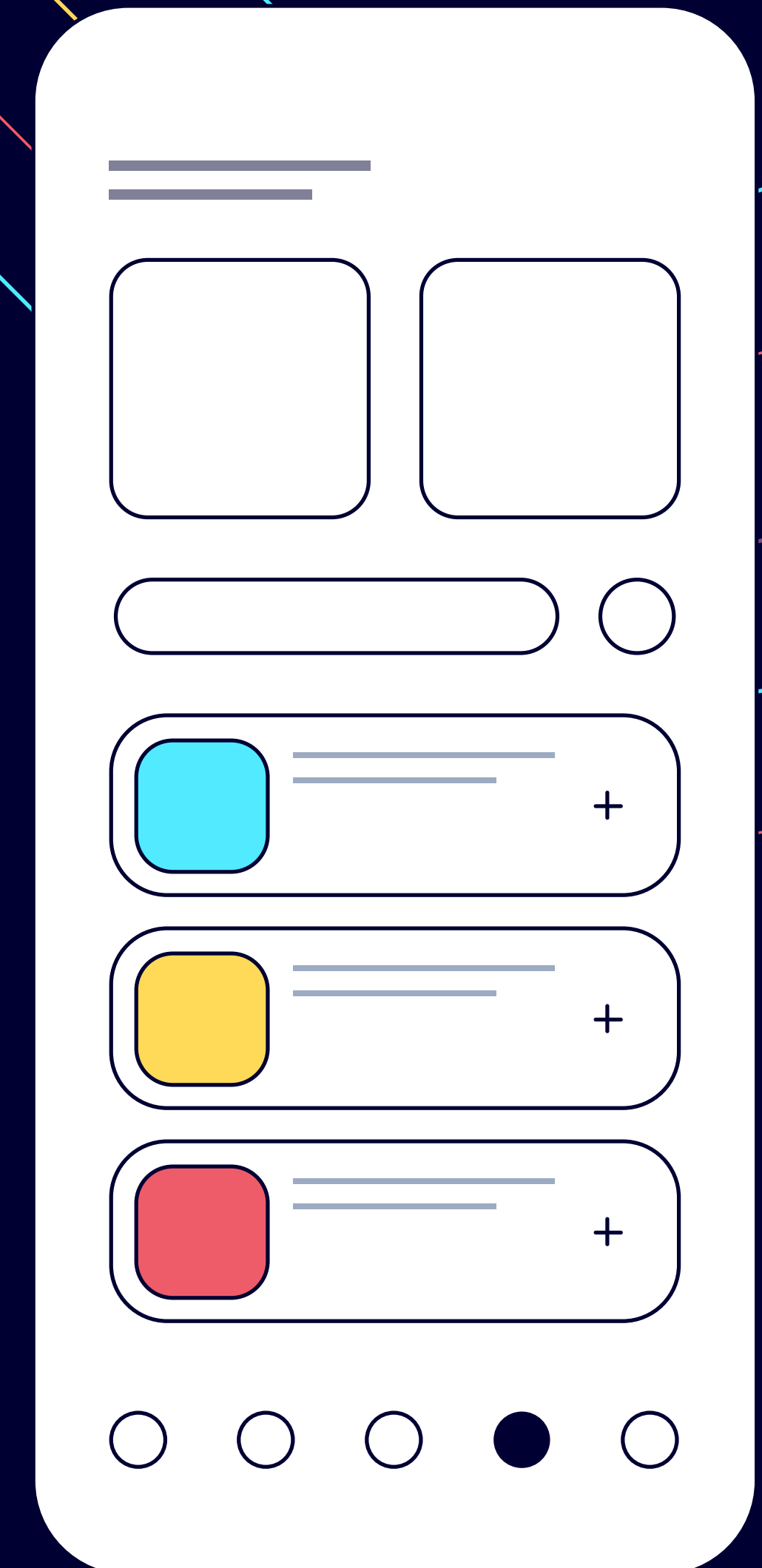
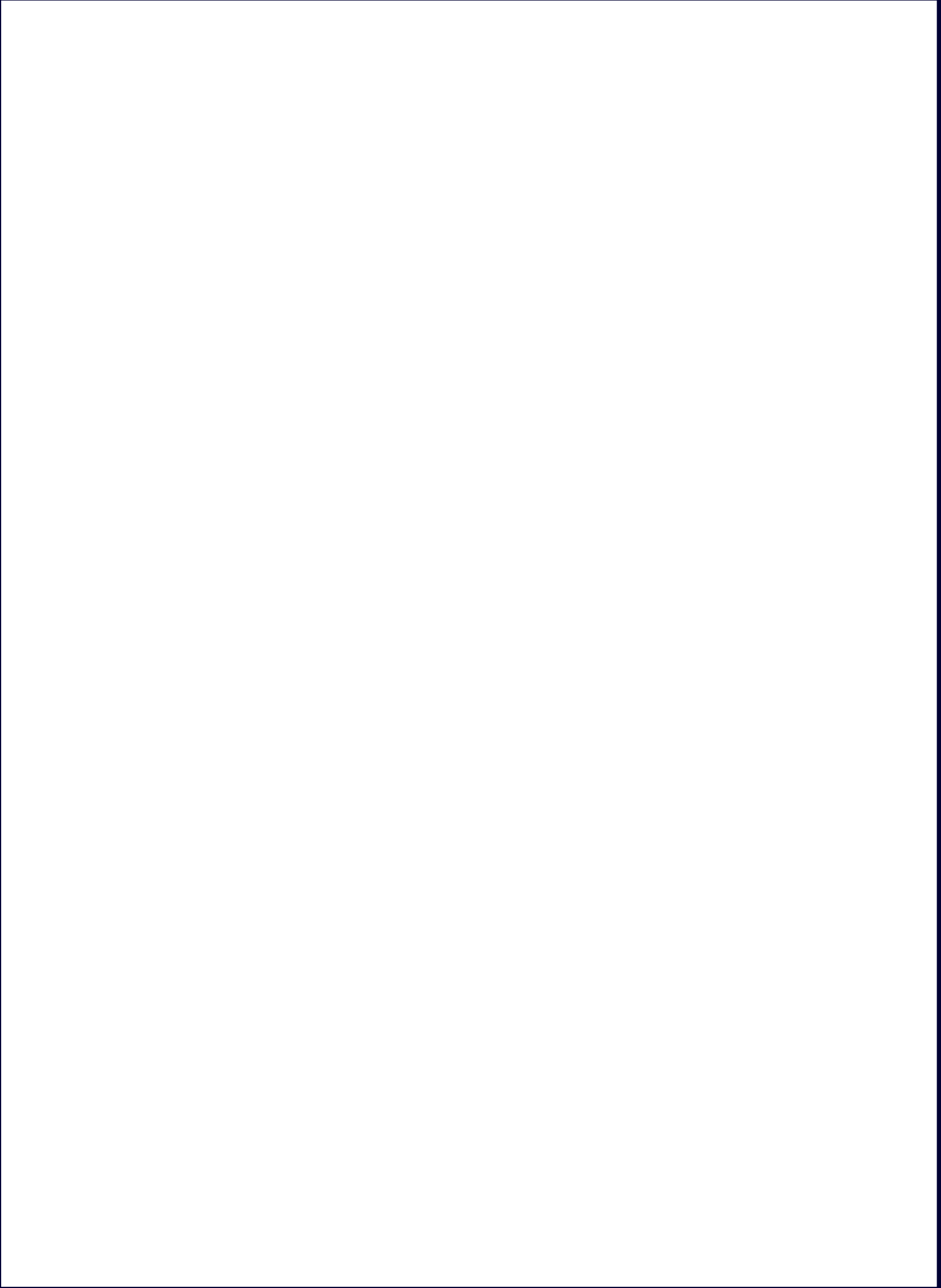


Table of Contents



Step up your game with apps

2.2 Billion

Investment in lawtech is estimated to reach up to £2.2bn per year by 2026

Source: [LawtechUK](#)

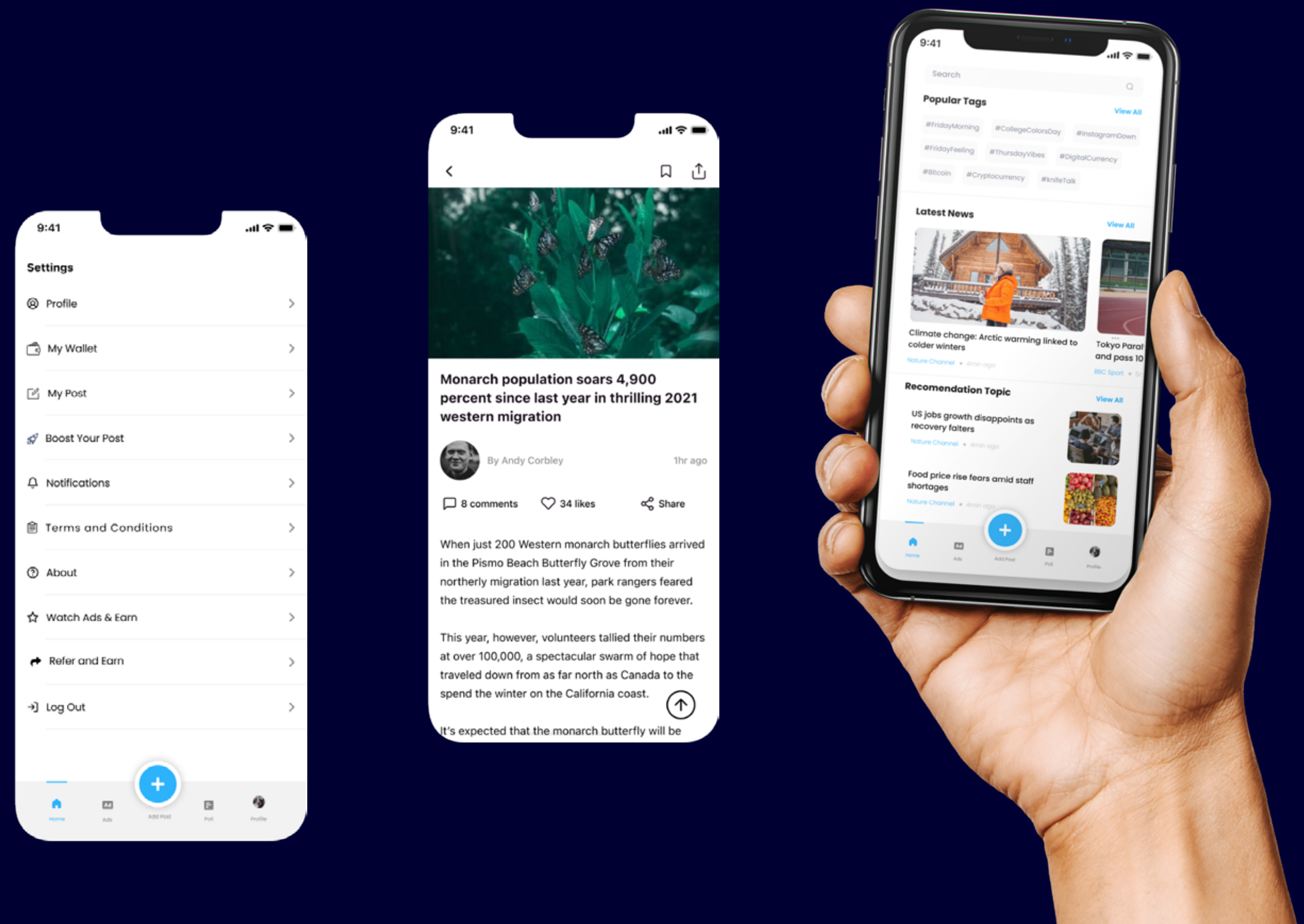
Valuable stats to take into consideration while reading:

72% of firms use tech to improve service quality. ([SRA](#))

24% of the top 300 law firms now have mobile apps. ([SRA](#))

58% of apps made by law firms are client facing – the rest are internal.

Investment in lawtech is estimated to reach up to £2.2bn per year by 2026 – LawtechUK. One of the most popular technologies utilized by law firms is mobile and web apps. From designing unique event experiences for clients to building a portal for employee communication, apps enable firms to uplift the way clients and employees perceive their firm, resulting in increased client and employee satisfaction. This paper discusses 5 stories of 5 different departments within large law firms and proves why law firms should invest in apps today.



Apps: A gamechanger for Marketing Departments

Customers prefer researching online and making independent purchase decisions than having direct interaction with a brand. A mobile app ensures a seamless client experience from discovery to conversion. Using apps Marketers can:

a) Improve Client Experience

Clients can focus on what matters without distractions from other companies trying to market to them.

b) Build a Loyal Community

Apps provide a dedicated space for your business where your clients can learn, connect, and educate around your firm.

c) Enhance Brand Recognition

After installing your app, clients notice your brand daily, which builds trust.

9:415G

<Notify a major life change

Notify a major life change

Had any major life changes? Let us know using the form below as your Will may need to be updated.

*Required fields

Date submitted

2021-04-04

*Life change

Birth of a Child

Additional Comments

Preferred contact method

☒ Telephone

☐ Email

Telephone

Submit

Clear

FAQs

Answers to the most frequently asked questions.

Search...

What is a Will?

A legal document setting out who should benefit from your assets when you die. You appoint "Executors" who will be...

Why should I have a Will?

Control - ensuring your control what happens to your assets when you die, who benefits from them and who will be...

What happens if I don't have a Will?

Marketing Use Case: Advanced Customer Experience by using an app

Through Fliplet, our client, a Scottish Law firm, was able to find a quick and convenient way for clients to submit critical information when drafting their wills.



Challenge

Scottish law does not permit wills to be created entirely online. During COVID-19 lockdowns, this was an issue as clients could not visit the office to provide the required information. This led to tedious, inconvenient, and unpopular processes involving two-hour phone calls and clients having to fill in spreadsheets.



Solution

This Scottish law firm created an app using the Fliplet platform. The app lets clients submit information from the comfort of their own homes, which solicitors can then download and process. The app features progress bars and other features that make for a convenient and engaging user experience. An FAQ brings users back to the app, providing helpful information on estates and wills.



Results

The clients of the firm had a great experience with the app because:

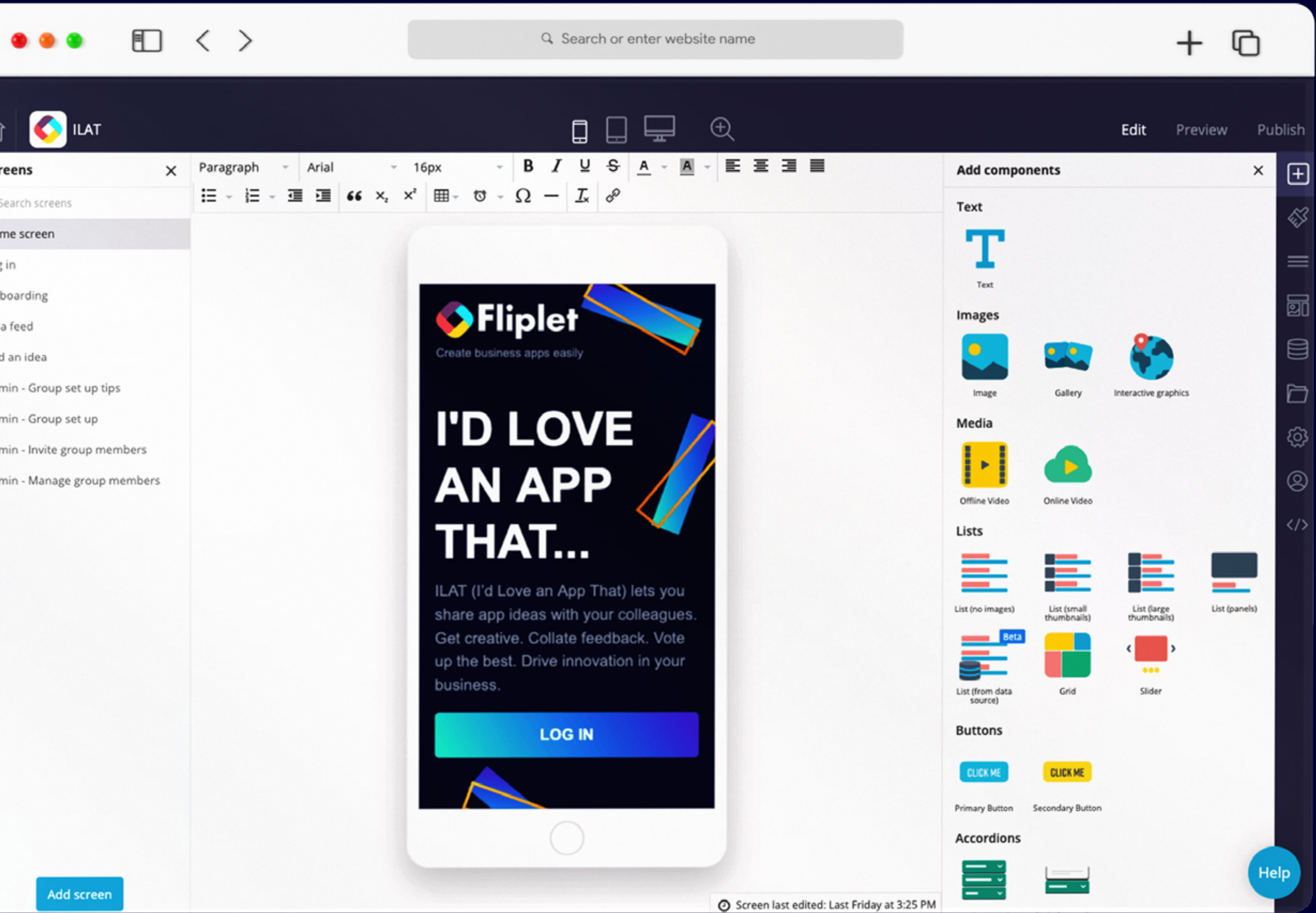
- ✓ Will applications were completed in just five minutes forging a great experience for clients.
- ✓ Users liked the convenience of using a mobile app as they could now complete or refine their will anytime.
- ✓ Brand loyalty and brand trust have been increased as people can ensure that their will is progressing within a few clicks.

The firm also wins since:

- ✓ Clients always submit complete and accurate information, thanks to the use of mandatory fields.
- ✓ The firm saves time and resources, without compromising on client satisfaction.

How IT wins with no-code/low-code platforms

Fliplet empowers non-technical employees to develop applications using no-code tools, reduce the IT backlog, prevent developer burnout, and ensure deadlines are met with ease. IT teams can benefit from:



Ease of use through no-code/low-code development.



Cost-effective development that always meets deadlines.



Empowering citizen developers.



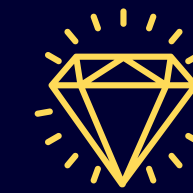
Greater security since Fliplet is ISO 27001 certified.

Case Study – How Bird and Bird created 15 apps using Fliplet



Challenge

This international firm received an influx of requests from clients and partners about developing apps. After consulting with development agencies, there was concern that the cost and time investment required for development would not be feasible.



Solution

The Bird & Bird team discovered the Fliplet platform. The first app built using Fliplet was for content marketing and client training. It provides ease of use through a clean user interface and the ability to easily update content when laws change.



Results

Bird & Bird has since launched 15 apps, including the Cloud Computing Law Guide and the Digital Marketing Law Guide, as well as 13 internal apps. All departments are now being encouraged to build their own apps, taking a huge weight off the IT department's shoulders.



When we heard about Fliplet, it just sounded so easy, we thought, this is the technology we'd been waiting to find!

Digital Marketing Manager
at Bird & Bird

How apps streamline HR in law firms

No-code app builders have paved the way for HR to take on post-pandemic challenges and stay relevant. By using apps HR teams can:

- a) Streamline onboarding for hybrid workers.**
- b) Re-onboard staff that joined during the pandemic.**
- c) Welcome new staff and share the directory.'**
- d) Boost employee experience and wellbeing.**



Case Study – Eversheds Sutherland: Open House App



Challenge

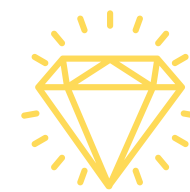
When the pandemic forced staff to work remotely, there was concern that social bonds within Eversheds would be compromised, leading to adverse effects on mental and physical health. Staff kept in contact via WhatsApp groups and email, but this was not enough to support the firm's well-being program.



Results

**The results speak for themselves:
After 1.5 months of usage:**

- ✓ 1,198 users had used the app, with 50% having 4 or more sessions.
- ✓ 602 people had uploaded content to the app, boosting the company culture.
- ✓ 5,801 likes were made by colleagues creating the sense of community that HR was aiming for.
- ✓ 947 comments were posted, which resulted in making the remote workforce feel connected.



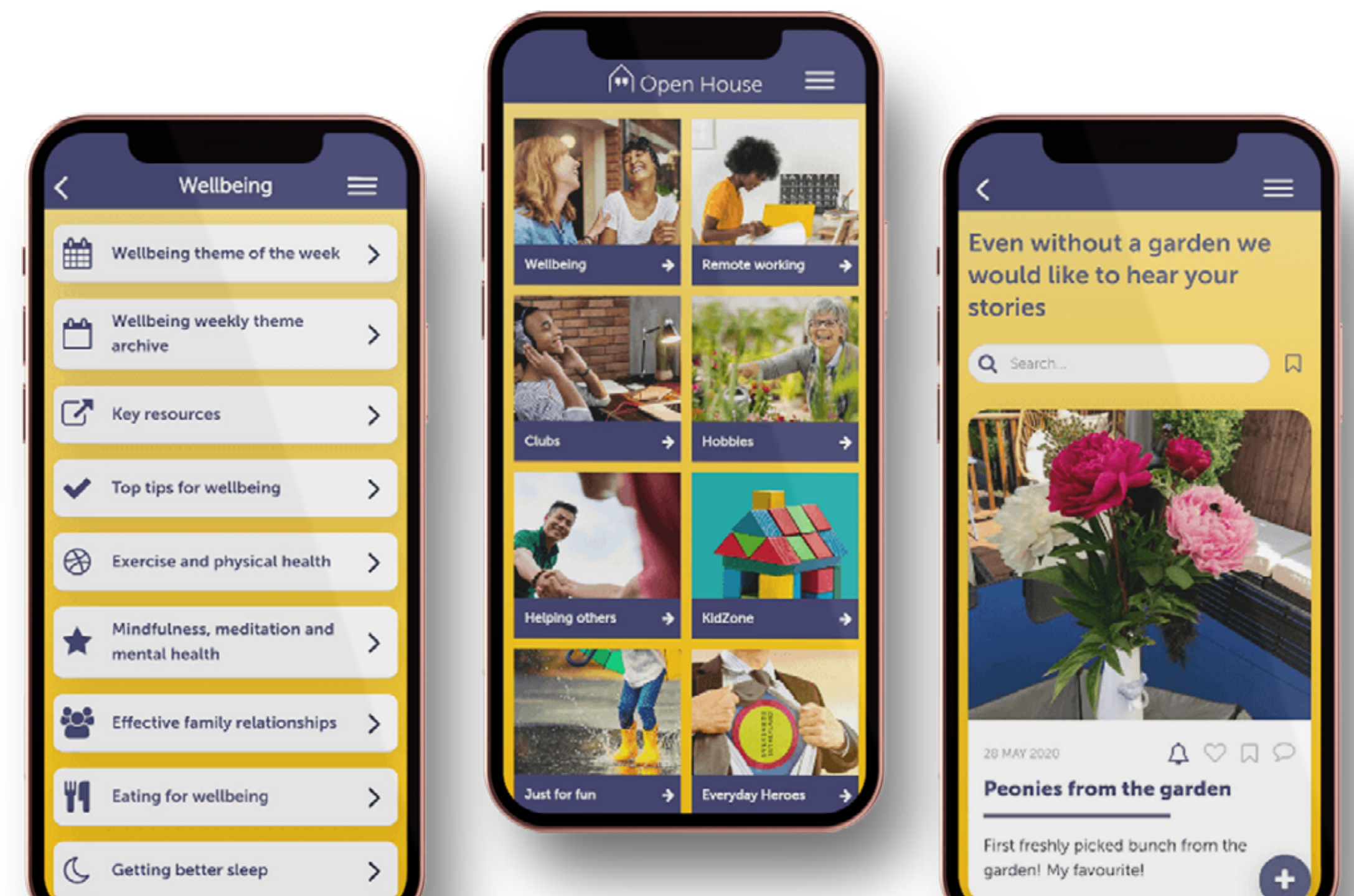
Solution

Using Fliplet, Eversheds created a comprehensive employee management system that helps maintain social connections within the firm. It features multiple chat rooms on various topics (such as remote work, well-being, and hobbies). Users can share photos, create content, access workshops, show public recognition to colleagues, and much more.



An important part of this [Covid-19 lockdown] is staying connected. We wanted to help by providing a forum for those conversations. It was about creating a sense of community and camaraderie and a different avenue.

Keith Froud,
Managing Partner,
Eversheds Sutherland



Modernize your training experience with an app

Training employees is a never-ending process – Fliplet provides an interactive and structured learning process at your fingertips.

- a) Enhance employee skill sets and improve professional development.
- b) Trainers and trainees can track the progress of their learning journey.
- c) Track trainee growth based on analytics, give rewards and provide useful feedback.
- d) Access training anywhere using a mobile app.



Case Study – Gateley Legal: Academy for Housebuilders App

Challenge

Gateley is a legal firm that works with the UK's top house builders and created the Academy for Housebuilders – a 12-month course for graduates and those early in their careers. Delivering the course content and managing the Academy via email created an admin headache and impacted engagement and motivation.

Results

Gateley Legal experienced tremendous engagement increases by building the app.

- ✓ An influx of downloads and positive feedback from new and current clients.
- ✓ Information is now easily accessible from anywhere.

Solution

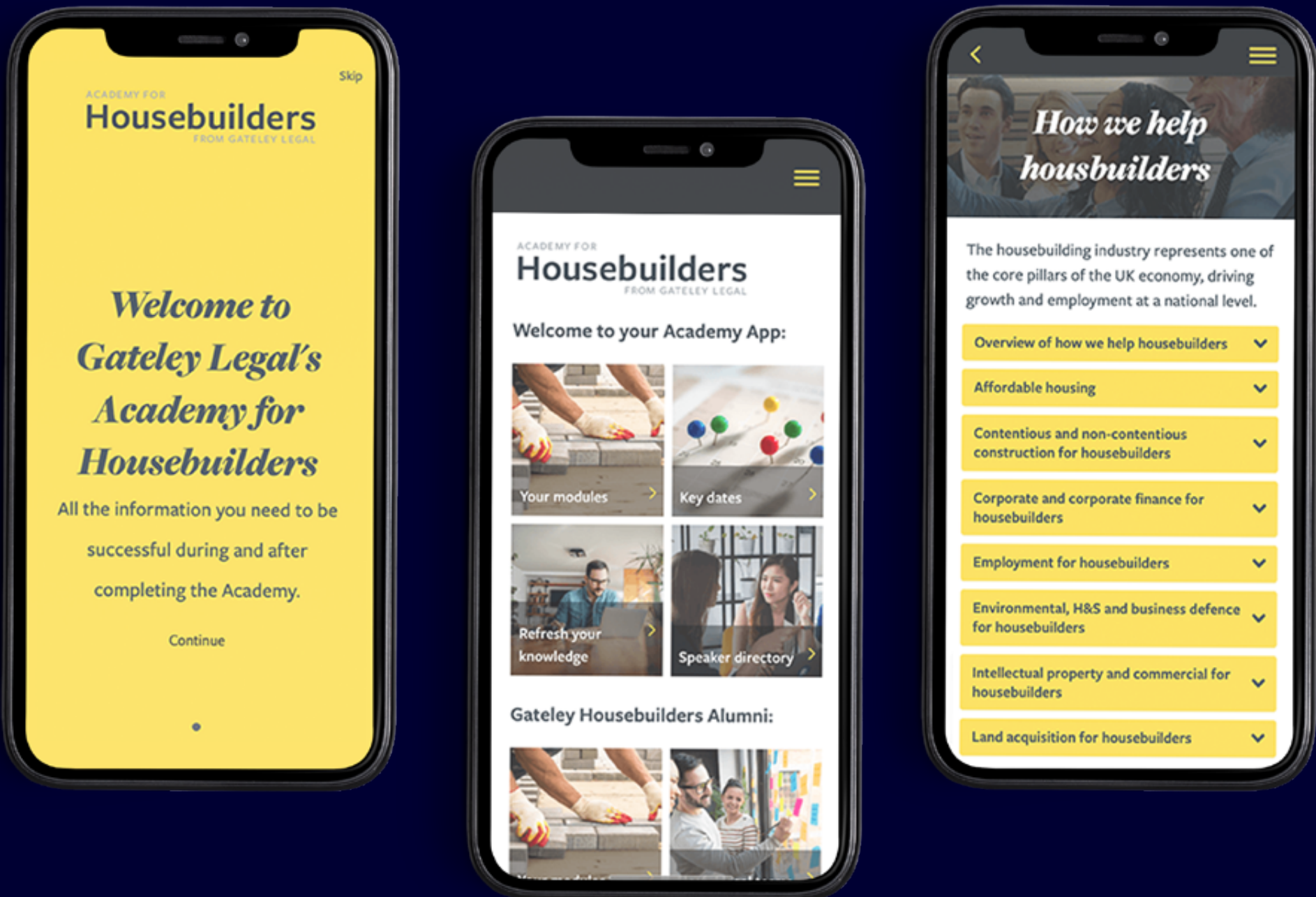
Using Fliplet, Gateley Legal created an easy-to-use app that improved the academy's efficiency. Housebuilders could access information anywhere from their mobile phones and receive notifications for any fresh content. Gateley Legal was concerned about their app's security, but Fliplet's strict security features ensured that only those registered for the course could access the content after downloading the app.

- ✓ Delegate interactions can be tracked and the Gateley Legal team can optimize training content.
- ✓ Queries are organized in a FAQ section and not scattered across various email threads preventing duplicate questions.



Fliplet is a great partner to work with. They deliver what they promise, they help you get the job done, and they really do provide ongoing support. They're essentially your right arm when it comes to getting your app out into the world.

Louise Murphy, BD Manager,
Property Platform
at Gateley Legal



Build innovation that gets adopted

Innovation is the backbone of any successful company. Encourage ideas through an innovation management system – an effective way to capture, structure, and manage employee insights.

- a) Share ideas and collaborate effectively.
- b) Organize and execute ideas.
- c) Arrange brainstorming sessions.
- d) Turn ideas into action with no-code/low-code.



Case Study – Macfarlanes: An innovative idea to facilitate the Return to Office



Challenge

During the lockdowns, a new agile working method was planned for when IT and facilities teams returned to the office. Part of the plan involved introducing bookable facilities, but an app was required to make it happen. The twist is that it had to be developed within four weeks.



Solution

Macfarlanes built an app using the Fliplet platform, to manage and book shared facilities and make it easy for colleagues to communicate and collaborate. The app also provided a visual view of the office and reports on facilities used to ensure there were no capacity issues as more people returned to the office. This was a giant innovative step towards people returning to the office.



Results

Due to its fast development and intuitive design, this innovative tool was quickly adopted by the Macfarlanes' teams.

- ✓ The new app plays a vital role in the new shared facilities.

- ✓ Staff gave great feedback about the app and were confident about returning to the office and embracing the new arrangement.

- ✓ The next step following on from the original success is the firm rolling the app out to other departments.



The process was actually very efficient: I understood the end-user requirements, so I got to be the main stakeholder, project sponsor, and lead engineer all in one!

Andrew Powell,
CIO, Macfarlanes



Enabling anyone to create useful app experiences.

As simple as building a presentation...
As powerful as your imagination.

Marketing, Training, IT, HR, and Innovation – all departments will benefit from the use of apps. To remain competitive, law firms must build intuitive digital solutions to improve client and employee experience. Effortlessly secure your firm's future with Fliplet's no-code/low-code technology.

[Book a Demo](#)

Benefits of Apps in the Legal Sector:



Improved Practice Efficiency.



Casework Consolidation.



Build Legal Workflow Automation Systems.



Access Assets from Anywhere.



Improved Data Privacy with Strict Cybersecurity Measures.



Improved Client/Attorney Experience.

Distinguish yourself amid the competitive legal landscape. Our open-source architecture makes the platform easily extensible for highly custom features. Furthermore, our no-code/low-code technology empowers citizen developers (non-tech users) to create applications – in return supporting the IT team with technological transformation. Use our existing library of components or create your own. We also have a suite of pre-built app solutions for innovation management, staff training, employee engagement, directory apps, client experience, and much more.