

# Glaisyers Case study



Cloud Forms helped Glaisyers deliver greater efficiency and a better user/client experience.

## About Glaisyers

Glaisyers is a leading UK law firm with offices in both Manchester and London. With nearly 50 years' experience, they have the expertise to provide the highest levels of legal advice to businesses and individuals across the country. Their clients are at the heart of everything they do and the firm's recent accolades include Law Firm of the year 2019.

Since their establishment in 1974, the Glaisyers team has grown and their client services have expanded. In 2018 the firm joined the international professional services network, ETL Global.

## Their Advanced experience

Glaisyers had been using Laserform successfully for many years. Realising that user and client expectations were changing, they wanted a more flexible forms process that would allow easier client collaboration. Sean Edwards explained:

**"Sharing a static form with clients was quite complex and time consuming. We needed our clients to be able to interact with forms in an easier, more intuitive way."**

Although they knew an ALB / Cloud Forms integration was in development, users were keen to get the new forms platform straight away. The decision was taken to start a Cloud Forms pilot, running it in tandem with Laserform. Staff explored the new system and were asked for their feedback. Their response was a definitive "let's go with Cloud Forms." Sean described their experience:

**"With Advanced, we've always felt we're in a safe pair of hands. They were always in touch, even during the Beta period, making it really easy for us. It was a jump, but not a scary one"**

For Glaisyers, Cloud Forms is a positive step towards a complete digital client experience. They no longer have to wait for a client to return a completed form by post, and then rekey the data. Instead, they receive an instant notification which signifies the form has been completed and is ready for the lawyer to review and progress. It has made the entire process much more efficient.

**"When you compare the form collaboration cycles of Laserform and Cloud Forms, the business driver for change becomes very obvious. Five years ago, we wouldn't have thought forms could be this flexible."**

Sean Edwards, Business Analyst, Glaisyers LLP

## Why Cloud Forms?

"To continually improve our service delivery we review our client experience touchpoints. Our users were hungry for this change, so we didn't have to sell it and that helped with our decision making."

## Implementation process

"Cloud Forms has an agile development cycle and we saw the results of our feedback within two weeks. When you see requested changes so quickly, it makes you feel your voice is being heard."

## Communication with the Advanced team

"Being an SME, we sometimes struggle to innovate, but we learn a lot from working with a business like Advanced. We now have a Customer Support Manager, which is also helpful for us."

## What's next?

"We're currently integrating Cloud Forms directly into ALB. The next big step is an Office 365 integration, and I know the ALB team is working towards that too."



Software Powered Possibility

Want to find out more? Contact one of our team members today!

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