CASE STUDY:

A Unique Approach to Mobile Time Entry

Timely and accurate time entry is an ongoing issue in every law firm. At Ward and Smith, a definitive time entry policy keeps the process moving smoothly. In fact, Ward and Smith's requirement that every timekeeper must have his/her time entered within 24 hours is strictly enforced. In part, this policy is in recognition that in today's fast-paced practice, time increments can easily slip away unrecorded, but most importantly it is a commitment to client service. Ward and Smith desired to maximize technology and make it convenient for attorneys to comply with its time entry policies.

Searching for the Right Solution

Mobile time entry was a logical step. The firm is committed to its mobile strategy, which focuses on solutions that are easy to manage and that keep overhead to a minimum. In addition, the mobile time entry app needed to be simple to use, require minimal end-user training, easily integrate with its Elite financial software, and work on multiple devices. Laura Snyder, Applications Development Coordinator, was tasked with identifying mobile software that would meet the firm's requirements. After reviewing several products, she selected iTimekeep.

The iTimekeep app offers flexible license options, which addressed concerns about overhead. As for integration, Ms. Snyder found, "we were immediately put at ease by Timekeep and their experience with Elite. A simple one-hour install with no additional software or hardware requirements set iTimekeep apart from many other mobile solutions."

A pilot program was initiated with a handful of interested attorneys within the firm. Very quickly Ms. Snyder was able to report that "the iTimekeep app is so intuitive, there is very little training involved. A ten-minute review is all that's needed to get a new user up and running." It didn't take long to conclude that iTimekeep was the perfect fit for Ward and Smith.
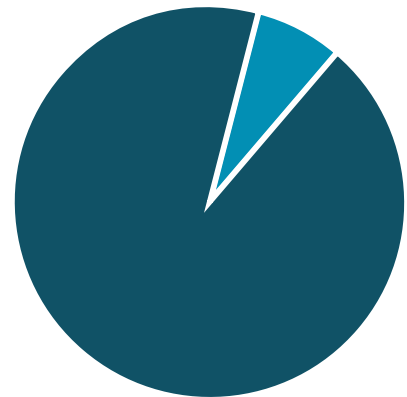
From Pilot to Roll-out

Ward and Smith attorneys now have access to time entry on any mobile device through iTimekeep. They've found the app to be more convenient than web-based time-entry solutions, which can be more cumbersome and therefore time-consuming to navigate. And with virtually no training required or backend maintenance, the IT department has not been impacted.

Recent data from Ward and Smith reveals that an impressive 95% of time entered in iTimekeep was entered within one day of the work being performed. And a significant portion of that is time that was entered for work completed off business hours and on weekends.

Why are these two factors important? Studies have shown that time entered within 24 hours of the work being done is more accurate both in time recorded and work description, leading to fewer billable hours lost and better realization. Off-hour and weekend work is a fact of life for many attorneys, but recording time worked can be a challenge without an easily accessible option.

These results, along with positive feedback from the attorneys convinced Ms. Snyder that iTimekeep is the right choice for mobile time entry. It is a first step for Ward and Smith into mobile applications, and definitely a step in the right direction for this progressive firm.

■ Entered within one day (97%)

■ Entered after two days or more (3%)

"It was really important that the vendor listen to us about how we wanted to use our app and iTimekeep really did that."

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