

CASE STUDY



LawMaster helps firm achieve exceptional national growth

Donaldson Law is a national practice, with headquarters in Toowoomba. It was established to specifically assist survivors of abuse or trauma, and focuses on reaching successful outcomes using a collaborative rather than litigious approach. Founded in 2016 by husband and wife team, Adair and Samantha Donaldson, the firm had strong growth plans and immediately began servicing clients right around Australia. Dealing with a client base that was often vulnerable, it was imperative that the firm could make the legal process personal, flexible and cost-effective. They needed a practice management system that would support their lawyers to work remotely, and enable their firm to grow. They upgraded to LawMaster

EXCELLENT EFFICIENCY RIGHT FROM THE START

The firm needed to be up and running with LawMaster quickly to meet an end-of-financial-year deadline. With on-site training and the LawMaster Helpdesk, they were able to go live in less than three months, with all financials implemented. Adopting document and workflow automation and electronic briefs (Cabinets), the firm has achieved a paperlite status, keeping only minimal physical files. This has saved valuable office saving space, staff resources, and printing and photocopying costs.

Starting with two users at the kitchen table, to a thriving practice of 17 staff in just two years, LawMaster has scaled seamlessly with Donaldson Law

CONTINUING TO UPGRADE THEIR MASTERY OF LAWMASTER

The team is constantly embracing more of the technology's functionality and features, such as Workflows, Referrals and Dashboards, and they are also implementing the Queensland Personal Injury (Motor Vehicle Accident) Content Package. This is maximising their efficiency and enabling them to easily branch into new areas of law.

"OUR FIRM HAS A UNIQUE CLIENT BASE AND A UNIQUE APPROACH TO CONDUCTING LAW. WE WANTED TO EQUIP OUR LAWYERS WITH CUTTING-EDGE TECHNOLOGY THAT WOULD ENABLE THEM TO OFFER FLEXIBLE AND PERSONAL SERVICE TO OUR CLIENTS AT A TIME WHEN THEY NEED IT MOST. LAWMASTER WAS SIMPLY THE BEST SYSTEM ON THE MARKET. AS WE GROW, WE ARE REAPING MORE AND MORE BENEFITS FROM THE LAWMASTER TECHNOLOGY."

Adair Donaldson
Founder and Director - Donaldson Law

THE UPGRADE RESULTS

750%

TWO YEAR GROWTH

196%

INCREASE IN REVENUE GROWTH OVER BUDGET
(FIRST YEAR OF OPERATION)

90%

ARE FEE EARNING PERSONNEL



MORE PERSONAL SERVICE: Mobile, real-time access means Lawyers can meet their clients face-to-face in an environment that suits them, wherever they're located around Australia.

ATTRACTING HIGH-CALIBRE STAFF: The firm has been able to recruit leading lawyers who are attracted by the flexible working conditions and 100% remote access.

REDUCED RUNNING COSTS: The process improvements and paperlite status have translated into significant operational savings, which the firm is passing on to their clients.

BETTER UTILISATION OF STAFF: The firm's paralegals are freed from manual administrative tasks, and are able to focus on higher-level legal work.

Upgrade.