WHAT TO DO WITH ALL THE TECH, GIVEN THE LOOMING RECESSION?

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STAYING THE COURSE

There are different ways we stay the course with the technology we have implemented. Some suggest that we need more marketing efforts to gain adoption. Others inventory the software the firm has been paying for, determining what's in use and what might be redundant. And sometimes, users need training to get familiar with the new tool.

"For us, it's been a lot of internal marketing. We have to keep pushing these products again and again. I can't tell you how many times we push something in a meeting and push it again 2- 3 months later and everyone goes 'We have that?' "

"We started pulling all software that we've been billed for in the past 1, 3, 5 years in a spreadsheet, sort of Software [management] to see what we have that is duplicate, when last used, last [payment], etc."

"Keep an eye on user counts if not enterprise. For enterprise solutions, market the crap out of it to make sure it is being utilized properly."

"Give people projects using the software."

PRIORITIZING TECH INITIATIVES

When it comes to how we prioritize our tech initiatives, there are different methods. Some create lists and have meetings to discuss what areas need work; others may work from what has been successful, looking to replicate those results.

"We have a list of partner/client requests that we prioritize based off of use case/use for everyone else/cost, and also have a list of ideas we have/products we want to look at to fill gaps we see… We use Smartsheet and manually enter the data via forms, and then discuss these in a weekly meeting we have (well, actually 2 meetings depending on where the project sits)… It took time to get it right, and to train everyone/get them to use it, but now we have layers of Smartsheet to help keep us organized."

"Look for easy wins first and then figure out how to build off the excitement of ChatGPT mainstream news."

"We work closely with our Practice Technology group to collaborate on pitching solutions to our Partners on our matters."

MAKING THE CASE FOR NEW TOOLS

Given the looming recession, it may be more challenging to make a case for a new tool during these times. Some key factors could help pitch a new tool, such as saving significant time and creating more significant ROI and efficiencies.

"Pitch tools that will save significant attorney hours is always a good tactic, automation for closing sets or due diligence, contract express etc. providing significant savings to price sensitive clients and allowing attorneys to focus on more strategic projects."

"Make sure you checked all your other resources and has gone down all avenues before you use your capital on something new."

MARKET THE TECH BETTER

Some essential keys in marketing the technology better are ROI and efficiencies, especially paired with demos and use cases.

"Just listed three technologies as part of our continued investment to improve attorney efficiencies. Shared with partnership and clients."

"Demo Demo Demo and get some swag from the vendor (socks)."

"Use your internal resources to promote products; LPM, IT, Practice Group Managers, Secretaries, Executive Management."

"Demoing/marketing is like 60% of what I do!"

"We have a dedicated group of product managers that implement and support our suite of collaboration, e-discovery, and other practice-facing tech."

RECESSION PROOF YOUR VENDOR

"You look over your contracts and see if you have wiggle room and look ahead to the next contract."

"Both sides need to be flexible like a reed in the wind." "But sometimes we (both sides) struggle with flexbility."

"Being able to show / articulate continued value." "If you can continue to show value, which is really tracking cost/time saved etc., it's fantastic."