



# Use Cases

Discover what Clocktimizer can do for your firm



## INTRODUCTION

# Embrace the power of data-driven decision making

All law firms sit on a treasure trove of incredibly valuable yet underutilized data. Locked away in your timecard narratives is an infinite source of knowledge and insights. It's time to tap that source, time to experience truly data-driven decision making!

This e-book full of use cases will hopefully inspire you how to embrace data driven decision-making and let you discover how Clocktimizer can help your firm understand who is doing what. Happy reading!

# The Clocktizer algorithm & how it works for you

## Who is doing what?

Clocktizer helps law firms understand who is doing what. Using natural language processing, Clocktizer identifies who is doing what, where, when and at what cost within the firm. Clocktizer leverages your financial and time recording data, including the time card narratives.

Unlike using action codes, Clocktizer's method is flexible and allows you to analyse both

historical and current data. We regularly see firms achieve a narrative recognition rate of over 90%.

## Leverage insights

Once you know who is doing what, you can leverage that information for many purposes. Clocktizer's insights support data-driven decision making for among other things, pricing, budgeting, process improvement and succession planning.

## How does natural language processing work?

Natural Language Processing, usually shortened as NLP, is a branch of artificial intelligence that deals with the interaction between computers and humans using natural language. The ultimate objective of NLP is to read, decipher, understand, and make sense of the human languages in a valuable manner. Most NLP techniques rely on machine learning to derive meaning from human languages.



USE CASE

# Budget monitoring & project management →



### Challenge #1

Sometimes it is hard to identify why a project has exceeded a budget, making it difficult to explain it to your client.

#### Solution:

Clocktimizer provides you with the right level of granularity to have a data-driven conversation on what has happened in the project. This enables you to showcase what has taken the most time. Transparency on your fees avoids write-offs.



### Challenge #2

Law firms often agree on a lump-sum budget, without specifying what type of work they will be doing. This makes it difficult for law firms to deliver projects within agreed prices and within acceptable profit-margins.

#### Solution:

By setting a budget with in-depth granularity, Clocktimizer enables you to manage your teams as such. You can minimize out-of-scope work and optimize the leverage on each project you work on.



### Challenge #3

Informing clients and sending out matter updates can be time-consuming and is a burden on timekeepers.

#### Solution:

Automate the sending of reports by setting them up once and having them emailed to the timekeeper or have them sent directly into your customer collaboration platform.



USE CASE

# Client relationships & business development →



### Challenge #1

Timekeepers change jobs or retire, and it is very difficult to foresee the impact of a leaver on a client relationship (succession planning).

#### **Solution:**

Clocktimizer's social graph provides you with an overview of how people are linked, based on the work done on a project. For instance, you can run analyses on a client or practice group basis and decide the course of action to make the client relationship more resilient.



### Challenge #2

Certain clients have non-billable activities. For other activities, certain fee rates are agreed. Clients more and more will reject your bills if these rules are not complied with. Noncompliance will harm the client-relationship and may result in delayed payment and higher write-offs.

#### **Solution:**

Use Clocktimizer to receive frequent reports detailing information on time entries that may be rejected. Daily or weekly client reports help you proactively foresee obstacles instead of waiting for your client to challenge your invoice.



### Challenge #3

Law firms often have practice groups working for the same client. However, one practice group usually has more business with a particular client than other practice groups. Cross selling between practice groups means more business.

#### **Solution:**

Clocktizer tracks the recorded value and hours of practice groups per client. With this insight, you can easily identify clients where you can offer a wider range of services than you are doing today, improving your bottom line.



### Challenge #4

Groups of clients are a well-known phenomena. For all sorts of reasons, you will have many clients asking you to bill their subsidiary or group company, leaving you with a myriad of client-entities that are one and the same client for analytical purposes. It is a cumbersome and time-consuming task to report on this group of clients.

#### **Solution:**

With Clocktizer, you can group clients together and save that group as a report. You can perform all sorts of analyses on this group of clients as if it were one.





USE CASE

# Pricing & scoping →



### Challenge #1

If you are pitching and defining the scope of your fixed or capped fee project, we often see that lawyers do not explicitly define the scope of the project and its limits because they feel they may not win the deal because of these limitations. The problem is that often much more work will have to be done, and the project will become a low-margin or even loss-making project.

#### **Solution:**

Comparing multiple similar projects will paint a clear picture of what elements of work are common across those projects and which are deal-specific. This enables you to better define the scope of your project and allows you to have a data-driven conversation on price with your client.



### Challenge #2

Lawyers often quote based on a gut feeling instead of the data. This might result in high budget overruns, massive write-offs, and unhappy clients.

#### **Solution:**

By comparing similar matters in Clocktimizer, you can quickly identify:

- The common types of work in a set of similar matters.
- The related average rates and required resources.
- The required resources.

Having this information will make the fee quote process data driven and much more predictable.



USE CASE

# Human resources & talent management →



### Challenge #1

Especially in larger firms it may not be clear who is an expert in a particular field. The firm's internal systems are often not updated to reflect increased expertise, making it difficult to pinpoint experts. Lawyers unnecessarily may have to reinvent the wheel.

#### Solution:

With Clocktizer your lawyers can search for a particular type of work and find who specializes in it. Whether it is in your office, your practice group, your people can find a specialist and maybe even a senior, so that they do not have to bother a partner. No further need for an always outdated "who-knows-what" directory.



### Challenge #2

It is difficult to judge how people are performing from the outside. It is difficult to identify what type of work people have been working on in matters and whether that corresponds to what you would expect from people with a similar level of seniority.

#### Solution:

Clocktizer can present the type of work a group of people on a similar seniority level would typically do. You can then compare the performance of an individual against this (internal) benchmark and build personal development plans and objectives based on the benchmark.



### Challenge #3

Your firm may be struggling with a consistent and high quality of time tracking. It is often difficult to convince lawyers that they need to improve their time tracking and what pointers to use..

#### Solution:

With Clocktizer you have metrics on recognition quality and block-billing at your fingertips. Zooming in on the areas (and associated narratives) that underperform on these metrics provides you with examples on where to improve time tracking and with which people to start.



Do you want to know who does what in your firm to improve your pricing, budgeting and cross-selling?

Reach out to our experts or claim a free demo at [litera.com](https://litera.com)

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