Star2Star® COMMUNICATIONS

Case Study:
Shoemaker and Associates

Shoemaker & Associates is a law firm based out of Vienna, Virginia. The firm represents children and adults who were injured by vaccinations covered in the National Vaccine Injury Compensation Program.

Communications are vital to Shoemaker & Associates. Potential clients are constantly contacting the firm for legal representation, and existing clients frequently check in to discuss the current status of their case. Information must be gathered from dozens of different sources for some complex litigation. Most importantly, communications received from other attorneys must be responded to promptly and accurately to avoid potential penalties in court. Communications also link the attorneys and support staff that work for Shoemaker & Associates, as they are often out of the office for meetings and court dates.

Shoemaker & Associates' internal policies put additional demands on a communications system. If left unchecked, legal action can bury a firm with paperwork. The sheer number of documents produced can drain a firm's accounts, clutter their offices, and put a severe strain on the environment. In an effort to counteract these negative impacts, Shoemaker & Associates is a paperless office. Everything the firm creates is digital, as is everything they send out. As a result, the firm needs unified communications features that help reduce paper usage.

Unfortunately, the firm's VoIP phone system was just not up to the task. It didn't have all of the features Shoemaker & Associates needed, and those that it did have were challenging to use. Partner Cliff Shoemaker was so fed up that he was considering scrapping the system entirely and going back to using PSTN lines with an on-premise PBX. He called in Falcon Communications Solutions, a Star2Star partner, to discuss his options. Falcon Communications Solutions introduced Mr. Shoemaker to Star2Star Communications. After discussing everything that Star2Star could do, he decided to make the switch. "The guys at Falcon are wonderful, professional, and friendly. Just very nice to deal with."

Mr. Shoemaker realized that he made the right decision as soon as the new system was installed. "We've had no problems with our system." Star2Star has resolved the reliability issues Shoemaker & Associates was experiencing with their previous VoIP provider, and the firm no longer has any issues staying in touch with clients and other legal professionals. Star2Star also provides the firm with a number of highly desirable features. "There isn't anything I don't like."

In particular, Star2Star has helped Shoemaker & Associates with their goal of being a paperless office. Call recording reduces the need for transcriptions and similar documents. StarFax Personal and StarFax Classic replace paper documents with digital ones. The document-sharing feature of StarVideo eliminates the need to make printouts to share critical information. Star2Star makes it so easy to locate and call other employees that important decisions can be made immediately through verbal conversation without the need to print out documents for later review.

Shoemaker & Associates especially appreciates Star2Star's features that mimic the functions of traditional telephone systems. Most of the firm's employees had years of experience working with call park, key systems, and similar call management options, and were far more comfortable using them. Star2Star's system can emulate these earlier systems so closely that their operation is nearly identical. This has made the switch far easier for Shoemaker & Associates employees, especially when it comes to learning how to operate Star2Star's Scalable Cloud Communications Solution.

Mr. Shoemaker feels that one incident best exemplifies the difference Star2Star has made for the firm. "One Sunday evening, we had a very large tree that went down across the road. It took out our power, our cable, and our high speed Internet. We were totally blind." Star2Star's StarWatch Continuous Monitoring feature immediately detected something was wrong. "Within an hour, we got an email checking to make sure that everything was alright. I repeatedly received contact throughout the entire period that everything was down. We had to call everybody else, but Star2Star called us. It was refreshing."

It wasn't until Monday that the power was restored, and the Internet wasn't working until Tuesday night. As soon as the Internet connection was restored, Falcon Communications Solutions was out to make sure that Shoemaker & Associates Communications were back up, beating the cable company by a full day. Even better, Star2Star's extensive disaster recovery protections such as voicemail access from email and automatic call routing to cell phones allowed the firm to keep working without disruption while they waited for their service to be restored. According to Mr. Shoemaker, "You tell Star2Star that they've done well."

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