

## How Thompson Law is winning across the board: Higher cost-savings, less downtime, and better client experiences

**BUSINESS TYPE:**

Law firm

**EMPLOYEES:**

51–200

**LOCATION:**

Dallas, Texas

**WEBSITE:**

[1800lionlaw.com](http://1800lionlaw.com)

### About Thompson Law

Thompson Law LLP is an injury law firm specializing in auto accidents, workplace injuries, medical malpractice, product liabilities, and a wide range of other injuries. Since its founding in 2017, the law firm has won more than \$1.8 billion for its personal injury clients. The team has grown rapidly, from just 10 employees to more than 70 in under two years.

### Bottom line

To deliver top-tier customer service, Thompson Law needed a more reliable communications and contact center system than the legacy, on-premises phone system it started with. After moving to the cloud with RingCentral Contact Center™ and RingCentral MVP®, the team experienced no downtime issues and saved money. Even better, with access to new routing capabilities, both employee productivity and client satisfaction is skyrocketing.

## Challenge

Thompson Law faced multiple challenges with its legacy, on-premises phone system, including the inability to manage high call volumes, persistent downtime, routing issues, and high costs to name a few. “In a way, Thompson Law was a victim of its early success,” said Kirk Lee, IT consultant at Thompson Law and the owner of Trendi Marketing, a digital marketing firm for personal injury lawyers. “When founder Ryan Thompson started the firm, he and his small team quickly earned a reputation of winning for their injury clients. That led to an exponential increase in prospect calls, and our on-site phone system couldn’t handle the volume.”

“We also had downtime problems. Because everything ran through the PBX, if we lost power at the office, we’d lose our entire phone system. This firm lives by its ability to stay accessible to clients and prospects. If we don’t have a working phone system, then we’re not getting cases.”

“Then there were the other hassles and costs that come with managing a traditional phone system in house,” Lee explained. “We faced licensing expenses as the staff expanded. Also, we had poor support from our provider’s third-party vendor. When we needed to upgrade phones or add new ones, for example, the support agency insisted on doing it overnight or on a weekend when our IT team couldn’t oversee the transition. We just had to cross our fingers and hope it worked.”

What created the biggest problems for the firm were the routing issues. This firm gets a massive amount of calls throughout the day from prospects, clients, and opposing parties’ attorneys. Not being able to efficiently route calls was causing problems for staff.

“Because we didn’t have much of a routing feature, most calls went straight to our receptionists. We were overwhelming our front-desk staff with transferring calls and not creating a great experience for callers. Worse, this process was so inefficient that we had to pay for a third-party call center to handle overflow.”

Eventually, Ryan Thompson, the firm's founder and managing partner, had enough. "He came to me and said, 'Kirk, you've worked for prominent firms before. What do you think we should do?'" This kicked off the firm's search for a modern, cloud-based communications and contact center solution that would eliminate all their legacy phone issues and make the call process easier, not harder, for both employees and clients.

## Solution

Lee worked with Kyle Burt, a technology advisor and owner of the IT consultancy CatchCloud.com to find a solution that could meet all their communications needs. "At first I was nervous about moving all of this functionality to the cloud," Lee shared. "I had never been responsible for a phone system where I wasn't monitoring the brains on-prem. But we knew RingCentral's reputation and that the solution had built-in redundancies. So, we gave it a shot. What a great decision that turned out to be!"

Lee shared what it was like deploying RingCentral.

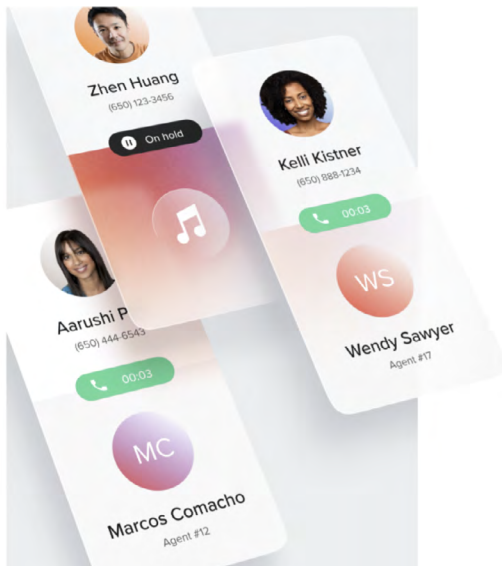
**"The first benefit we saw immediately: a smooth and easy migration. We were a little worried that switching phone systems might trigger resistance from the staff or disrupt peoples' workflows. Nope. I'd say within a week or so, everyone was comfortably up and running on the RingCentral cloud solution."**

And one of the best parts about switching to RingCentral is its reliability, leading to less downtime. Lee shared, "We don't have downtime issues anymore. As mission-critical as a reliable phone system is to our operations, that benefit alone would've made migrating to RingCentral worth it. But fortunately, that's not even close to the only benefit."

When the company added RingCentral Contact Center to the initial rollout of RingCentral MVP, the team was excited to use an intelligent, data-driven routing capability.



Just some (of the many)  
[RingCentral integrations](#) available



RingCentral Contact Center,  
skills-based routing

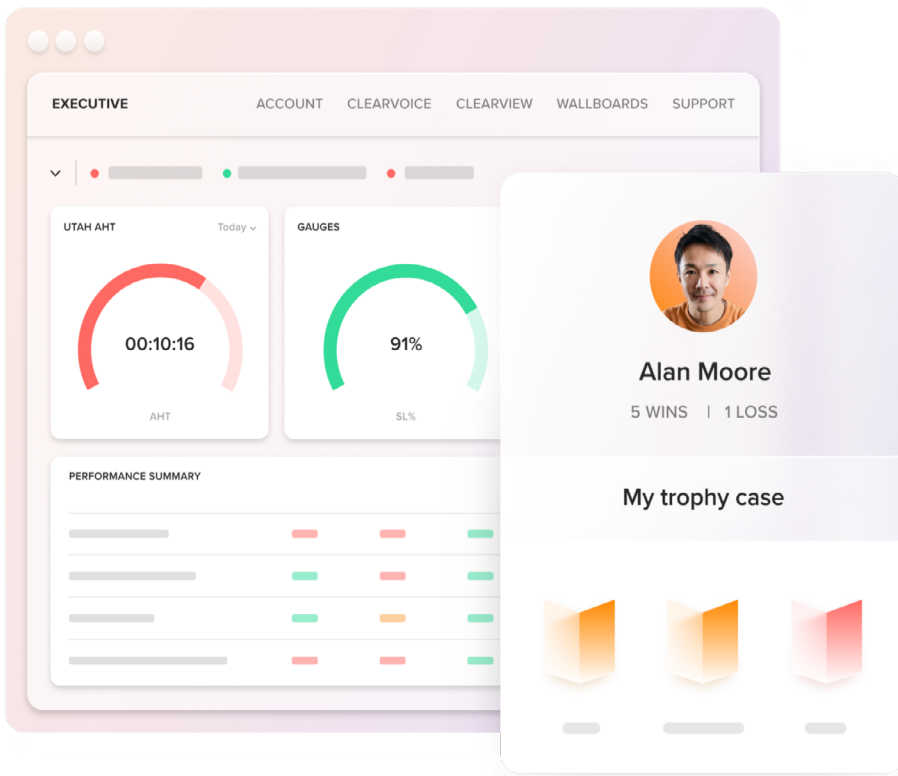
“With that data, Ryan and his team are able to identify potential problems in call flow immediately, and it helps them make informed management decisions about when it’s time to hire more support staff.”

“To give you just one example of how we’re benefiting from this, we were able to integrate Contact Center with our case management platform to automatically direct an existing client to the attorneys or support staff handling that specific case. That means a better client experience and lightening the call loads of our busy receptionists.”

With RingCentral Contact Center’s routing capabilities, call management at Thompson Law is extremely more efficient and cost-effective.

“We route inbound prospect calls to our Intake Phase 1 team of experts, and when that queue is full, we’re able to automatically send overflow calls to second, third, and even fourth-level teams. This lets us finally eliminate that expensive third-party call center bill.”

For the first time since ever, Ryan now has full visibility into the firm’s inbound calls, including which calls are being answered by the receptionists, which are being answered by the firm’s Intake Phase 1 team, and which are being routed elsewhere.



RingCentral Contact Center,  
performance dashboard

In addition to gaining access to new data insights, attorneys are able to communicate with clients via text message using their business phone numbers—not their personal ones. “That’s been great all around. It helps keep our clients better informed at every stage, lets our lawyers communicate with clients without giving out their personal cell numbers, and also reduces the number of calls from clients who want more frequent status updates on their cases.”

Lee further explained, “Our staff really appreciates many of the cloud communications features they now have for the first time thanks to RingCentral, like the ability to send and receive faxes digitally using their business phone numbers and receiving transcripts of their voicemails.”

Thompson Law’s success story shows us that with the right communications and contact center solutions by your side, your business can win across multiple areas, from costs and efficiencies to client satisfaction and employee happiness.

For more information, please contact  
RingCentral Partner Support at  
[partners@ringcentral.com](mailto:partners@ringcentral.com) or  
800-595-8110.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) platform. RingCentral offers three key products in its portfolio including RingCentral MVP®, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; Glip®, the company’s free video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral Contact Center™ solutions. RingCentral’s open platform integrates with leading third-party business applications and enables you to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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