

The background of the cover features a hand pointing upwards at a glowing light source, with a white line graph showing an upward trend. The overall color scheme is dark blue with white and light blue accents.

**PHILIPS**

Dictation

# From surviving to thriving

Three actions to rebound  
from the crisis

**E-Book**

[www.philips.com/speech](http://www.philips.com/speech)  
[info.uk@speech.com](mailto:info.uk@speech.com)

The scale of the global health emergency forced legal firms and others in the professional services industry to implement many years' worth of digital transformation projects almost overnight.

Now is the time to devise a stable model for the future. To help you on this journey, we looked into the experiences of our most successful customers, and lined up three key actions that helped their firms cut through the uncertainty caused by the Covid-19 pandemic and paved the route to rebound from the crisis.

## 1 Focus and innovate on what matters: your clients

No matter what kind of professional services you provide, your firm is expected to deliver excellence, expertise and value to your clients. This is the optimal factor to make your business flourish, so shift the focus from what your firm's needs are to what your client's needs are. To achieve that, maximise the talent, time and productivity of your firm's employees. Admin and record-keeping work are time-consuming, but also a necessary part of any successful business. In an age of unprecedented innovation, this is where technology can help your staff mitigate the time and energy spent on admin, and instead devote themselves to work that delivers real impact to the firm - expert analysis, client responsiveness, better services portfolio, new business, client value and loyalty. Speech technology is a great ally to help your firm automate document creation and handle back-office task delegation through digital dictation. This means that a team of lawyers, for instance, can send tasks to a secure workflow system and check the status of work at any time, allowing them to better communicate with their clients; while office administrators make use of speech recognition to accelerate work completion and make the most of resource capacity. This saves everyone valuable time to focus on improving the quality of work generated by the firm.

Innovation perfects your service portfolio and client delivery. The right talent will help you secure valuable business. Innovation and talent, however, do not thrive in environments with outdated working practices.

## 2 Drop old working practices that hinder the future

Innovation perfects your service portfolio and client delivery. The right talent will help you secure valuable business. Innovation and talent, however, do not thrive in environments with outdated working practices. Equipping staff with modern tools and efficient processes will save them time to focus on bringing value to the firm. Voiceintegrated systems, such as digital dictation and transcription flows, give a centralised view of all work tasks via desktop or mobile, while adhering to client confidentiality requirements in a secure platform.



Professionals can manage their time more efficiently by dictating admin tasks that need actioning on behalf of clients, such as letters, reports, notes, statements, billable hours, etc. Regardless of their location, admin support teams have visibility of the quantities and types of incoming tasks, allowing proactive management of team capacity and reallocation of work based on client demand. As a result, internal and external communication is faster and more accurate, ensuring all staff are setup for effective team working and best-in-class virtual collaboration.

### 3 Use technology to improve staff collaboration and work flexibility

To create a successful journey to a thriving business staff must work with greater flexibility and location independence. Team members need to be able to work together effectively no matter where they are. Technologies that enable mobility are valuable in supporting hybrid working, where co-workers are decentralised but need to collaborate. By using speech-to-text systems to handle back-office task delegation, such as document creation, billing support and calendar management, employees are not limited to working within the walls of a building or within traditional office hours. These voice-integrated work flow solutions can be either integrated in any case management system or work alongside it through the Cloud. Simple solutions like these considerably reduce bottlenecks caused by manual processes and handoffs, thereby increasing your firm's overall time efficiency, quality of client services and profitability.

**More than four million users worldwide work with Philips speech-to-text products. Additional to dictation and transcription work flows and speech recognition solutions, Philips smart digital devices deliver best-in-class speech recording capabilities. For more information on how Philips can help you increase overall time efficiency and profitability visit [www.philips.com/speech](http://www.philips.com/speech).**

