

The logo consists of the text "8x8" in white, centered within a solid red square. The background of the entire image is a low-angle photograph of a grand, ornate stone building with Gothic architectural features, including a prominent clock tower on the left and a spire on the right, set against a clear blue sky.

8x8

Legal Firms Win with Automation and AI

Five transformational changes shaping law firms

Technology is impartial, just like the law

Changing market dynamics are forcing traditional law firms and legal service providers to compete and collaborate. The result is unprecedented pressures on established firms to demonstrate value, as technology-led clients insist on increased efficiency, predictability, and cost-effectiveness.

1. Advancing technology

Cloud-based convergence of communication, collaboration, messaging, and AI is arguably the most significant opportunity for modernisation of legal services. Forward-thinking law firms use cloud-based technology for flexible, collaborative workflows that deliver more client-centric services to unlock higher value from fee-earners.

But much work is needed.

85%

of legal firms use cloud based technologies. An increase of 25% in the past 2 years

Source: Gartner, Market Guide for Corporate Legal Matter Management

50%

of legal work related to significant corporate transactions will have automated by 2024

Source: Gartner, Hype Cycle for Legal and Compliance Technologies 2021



2. Client demands

Meeting clients' digital expectations are changing the way law firms work. Clients now expect real-time case visibility, automation, and sharing timely intelligence.

71%

of law firms are prioritizing remote interaction over in-person

Source: Clio, Legal Trends Report 2021

79%

of clients see the option to work remotely with a lawyer as an important factor

Source: Clio, Legal Trends Report 2021

41%

of firms see customer service as important as resolving a legal matter satisfactorily

Source: Legal Futures



3. Enhanced competition

Leveraging client centric solutions and automated services are essential to staying ahead in a fiercely competitive market. Winning firms are adopting a single customer view and automation, through AI, to centralise and improve workplace practices.

Competition drives change.

41%

of firms see customer service as important as resolving a legal matter satisfactorily

Source: Legal Futures

56%

of firms understood the customer journey and have a mapped out communications plan

Source: Legal Futures

4. Efficiency initiatives

Increasing competition and evolving client demands means that firms must find new ways of delivering client services more efficiently.

Reputation, price, and specialism are vital factors influencing client buying decisions.

68%

of corporate legal and compliance leaders are struggling to manage their workload

Source: Gartner

50%

of firms have a consistent process for taking contact details

Source: Legal Futures

5. Workplace flexibility

The flexibility and resiliency to cope with the new ways of working are more important than ever before.

There is still much that can be done to improving the use of technology to deliver the client-centric solutions essential to staying competitive.

83%

of top 10 firms said remote working had a positive impact

Source: PWC Law Survey Report 2021

100%

of top 10 firms expect to reduce their office footprint

Source: PWC Law Survey Report 2021



Cloud communications help law firms modernise, adapt, and differentiate to stay ahead

Affordable cloud communications

Up to 30% lower costs than traditional systems

Greater flexibility

Modern mobile and desktop apps keep fee-earners productive

Secure and reliable

End-to-end encryption for all communications and devices

Easy setup and configuration

Simple, fast set-up with 24/7 customer support

Client analytics

Analyse data for compliance, client insights, and fee earners' performance

AI chatbots

Streamline responses to client queries

Secure conferencing and collaboration

Secure high-definition audio and video conferencing, file sharing, and instant messaging

Call recording

Listen to client calls during your discovery process



"If we didn't have the 'work from anywhere' strategy, we wouldn't have been able to capitalize on it."

Jon Grainger's, Chief Information Officer, Slater and Gordon

Find out how integrated communications is driving productivity at **Slater & Gordon** as CIO Jon Grainger strives to make "work anywhere" and "automate everything" a reality.

Taking the next step

Whatever your company's unique needs are, 8x8 can help you tailor a flexible, powerful, cloud-based solution with integrated contact centre, voice, video, and chat. The 8x8 eXperience Communications Platform™ powers engaging, responsive communication experiences that delight customers and make your business more agile. Unlike point solutions, 8x8 delivers personalized experiences that boost employee productivity, guarantees platform-wide uptime, and lowers costs.

To learn more, visit us at 8x8.com/uk.

About 8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact centre, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Centre as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

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