GMK Advocates CASE STUDY

How GMK Advocates used Zoho Creator to launch a Case Management System thereby digitizing their Immigration Law practice area."

GMK ADVOCATES

GMK Advocates is a top-tier legal firm operating from Westlands, Nairobi, Kenya and which offers a wide range of legal services, including legal representation ranging from Immigration Law, corporate, tax and family law, among others.

GMK Advocates is part of the Fallela Africa Group. And Fallela Africa's mission is to elevate Africa's stature globally, embodying the ubuntu spirit of collective success. The organization takes pride in being a pan-Africanist force, committed to driving progress across diverse industries.

With deep expertise in immigration law, the legal experts at Fallela Africa navigate complex legal landscapes, advising clients on cross-border human resource deployment.

CASE STUDY

GMK ADVOCATES

The team's dedication to business process improvement, policy development and documentation has empowered individuals, corporates, and governments to achieve their global mobility goals.

Leveraging this experience, GMK Advocates (under the banner of Fallela Africa) has played a pivotal role in transforming immigration policies and practices, facilitating seamless transitions for our clients across fifteen countries.

At the heart of our work lies the commitment to bring the African continent to the forefront, united and resolute.

GMK ADVOCATES

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Field & Nature of Business: Law Firm

ZOHO Subscription Obtained: ZOHO ONE

GMK Advocates (Fallela Africa), in bid to digitize it's legal services, set out to build a Case Management System which should contain the below functionality;

- ✓ **Front-End Client Portal**: whereby clients can:
  - log in, initiate cases that are allocated an auto-generated serialized case number
  - Securely upload and store relevant documents
  - Track progress of and generate reports on all their cases
  - Track expiry of cases etc.

- ✓ **Back-End Admin Portal**: where the system admin can:
  - Onboard clients
  - Workflow-Map Deliverables/benchmarks
  - Track Expiry of cases for Admin
  - Generate reports & Dashboard that helps one to manage case workers
  - Perform Billing/financial estimations etc.

✓ Case Management Module: where there can be:

- Assignment of case teams by the admin

- Tracking of case progress and managing case updates

- Case categorization – Red, Amber, Green

- Various periodic Client Notifications for cases they're attached to

- Generation of various layers of reports (for clients, for GM&K)

- Document Management – various levels

I have been running a legal practice manually for the last over 20 years. Back then, we had to manage somehow. However, with the advent of digital systems at our office level, court level and even on government submission portals, proceeding manually has become overwhelming and predictably untenable. With case files scattered across physical storage, endless paperwork slowing us down and a lack of centralized communication causing delays and errors, we found ourselves spending more time managing processes than practicing law, and it's now clear that we need a digital solution to stay efficient, competitive and futuristic.

~ **George Mati Mucee (BA, MA, LLB, PGD, LLM(ongoing), (MPRSK)**

Mediacent Interactive proposed ZOHO CREATOR as a solution owing to the below Key Functionalities it would present while fashioning a Case Management System for a Legal Firm:

- ✓ **Custom App Development**: Zoho Creator would allow Tailor-made solutions to streamline specific practice areas like immigration law. Ensuring the particular & unique business processes are configured.
- ✓ **Automated Workflows**: Zoho Creator would eliminate manual processes by automating repetitive tasks such as form submissions and case tracking.
- ✓ **Centralized Database**: Zoho Creator would Securely store all client, case, and document data in one accessible platform.
- ✓ **Document** Management: Zoho Creator would simplify the creation, sharing, and storage of legal documents with customizable templates.
- ✓ **Client Portal**: Zoho Creator would provide GMK's clients with a user-friendly interface to submit documents zents, track case progress, and communicate directly.

- ✓ **Compliance Support**: Zoho Creator would ensure data privacy and legal compliance with secure audit trails and access controls.

- ✓ **Reporting & Analytics**: Zoho Creator would generate actionable insights through custom reports and dashboards.

How Zoho Creator would Solve Key Challenges that GMK were facing:

- ✓ **Manual Case Handling**: It would automates case workflows, improving speed and reducing errors.

- ✓ **Scattered Information**: It would ensure a centralized database for quick access to critical case details.

- ✓ **Time-Consuming Documentation**: Having predefined templates and auto-population would save GMK staff hours in tedious, manual document preparation.

- ✓ **Client Communication Delays**: Streamlined client portal enhances transparency and responsiveness to clients.

- ✓ **Lack of Insights**: Real-time analytics would offer better decision-making and process optimization at GMK.

Discovery

The methodology starts with the discovery phase, where the company's requirements are gathered. This includes understanding the current business processes, and workflows, and identifying areas where the solution can be deployed to streamline operations

Design

During the design phase, the methodology includes designing the solution to meet the specific needs of the organization. This includes configuring the solution products, customizing workflows, and integrating solution with other systems.

Training

Once the solution is built, the methodology includes training users on how to use the solution. This includes conducting training sessions and providing ongoing support.

Planning

Once the requirements are gathered, the methodology includes planning the deployment. This includes setting up a project team, defining roles and responsibilities, and creating a timeline for the deployment.

Build

The build phase involves building the solution. This includes creating user accounts, migrating data, and configuring integrations. The methodology also includes conducting testing to ensure that everything is working as expected.

Deployment

During the deployment phase, the solution is rolled out to the organization. The methodology includes monitoring the solution to ensure that everything is working as expected and making any necessary adjustments.

Duration it took to implement the solution(s):

The project took a total of 3 Months.

Bottlenecks, and how they were mitigated

There was a initial high need for key project information from the client team. It took a while for the client project team to put it together but once they compiled, the build was swift from Mediacent's end.

Additional services provided- e.g. migration, customization & integration

GMK Advocates required migration of it's old data from excel to the new Case Management system. This was effectively handled with correct mapping from old to new system.

The Business Impact for GMK Advocates after Implementing Zoho Creator for Case Management was evident in the below:

- ✓ **Centralized Case Management**: All case data securely stored and accessible, eliminating inefficiencies and lost files.
- ✓ **Improved Client Experience**: Faster response times and transparent case updates increased client satisfaction and retention.
- ✓ **Higher Revenue**: Automation freed up time for lawyers to focus on billable hours, boosting productivity and revenue.
- ✓ **Enhanced Team Collaboration**: Real-time access to case updates improved communication and synergy among team members.
- ✓ **Data-Driven Insights**: Custom reports enabled smarter decision-making and better resource allocation.
- ✓ **Reduced Operational Costs**: Elimination of paper-based processes and manual tasks cut operating costs.
- ✓ **Scalable Solution**: Customization allows the system to adapt to new legal practice areas, supporting long-term growth.

RESULTS: BENEFITS & ROI

- ✓ **Compliance Confidence**: Built-in security and audit trails ensured adherence to legal standards and data protection laws.

- ✓ **Client Team Onboarding & Training**: We believe ultimate success when it comes to systems is "not in implementation, but rather in adoption of the system". As such, Mediacent Interactive, through its mantra of "walking with the client team every step of the journey", provided thorough team training to relevant system users, ensuring they not only grasped, but became prolific in the use of the implemented solutions.

With Zoho Creator, we've finally left behind the chaos of manual processes and embraced a streamlined, digitized case management system. Managing immigration cases is now seamless, communication is effortless, and our team is more productive than ever. This solution has not only resolved our past challenges but has also given us the efficiency and clarity we needed to grow our practice while enjoying peace of mind. It's a game-changer!

- George Mati Mucee (BA, MA, LLB, PGD, LLM(ongoing) (MPRSK)

Join the #ZohoRevolution

Experience the transformative power of Zoho ERP with Mediacent Interactive, your trusted partner in seamless implementation, tailored solutions and reliable ongoing support.

Our proven track record of delivering success stories for businesses like yours speaks for itself. Don't just adapt—lead. Let's revolutionize the way you work, together.

Your growth starts here!!

ZOHO

THANK YOU…

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