

## Case study: George Davies LLP An interview with Mark Lockett, Operations Partner



**Mark Lockett**  
Operations partner  
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### You've been a Norwel client for more than a decade now. Ever been tempted to change?

We don't subscribe to change for change's sake; instead we review our suppliers regularly and assess whether they are still delivering value and still committed to the relationship. **Norwel** passes that test consistently and indeed the longer we have worked together, the more fruitful the alliance has become as our understanding of each other has developed.

### To what do you attribute the success of the relationship?

Ultimately, it's about the people. Yes, the technology now underpins large parts of the practice and the quality of the software has to have its place in the success story, but there are other good systems out there. The hook with **Norwel** is that they look after you – they welcome dialogue; they take on board criticism; they embrace challenges; they respond to your needs.

### You mention innovation and George Davies has a reputation for being progressive and forward-thinking. Can you give some examples of Norwel's contribution in this area?

Operational efficiency is a massive driver in the firm. If we keep our costs down, it means we can continue to price our legal services keenly. To that end, we have a long-term project underway to create a 'less paper' environment as opposed to a paperless one. As well as making substantial reductions in the cost of consumables, we're also looking to slash the volume of paper files that need physical storage, plus reduce the amount of time and effort associated with file retrieval.

We've worked very closely with **Norwel** in recent years to create an electronic file system and document repository that has a) cut our physical storage requirement significantly and b) transformed the usability and convenience of matter files for fee earners. Using Prescient's document management functionality as a base, which gave us about 70% of what we needed, we then collaborated on the remaining 30%, tailoring it precisely to our needs.

We've also cooperated on the design of custom screens for data capture and business development, again with Prescient at the core

but with a George Davies overlay. This way we ensured that the process was integrated into the fee earner desktop giving simple, single window working.

It was a similar story with our performance monitoring system. This has existed on paper and on the Intranet but we wanted to enhance its scope and embed it right across the firm. We took Prescient's Monthly Performance Review software as our starting point and then undertook a bespoke project to get it delivering the metrics we wanted in the way we wanted. In both instances, we were able to sit down with **Norwel**, define the requirements, review and refine the development work and collectively get to a point where we had a custom system up and running – and in a much quicker timeframe than if we'd started from scratch.

### As a client, does size matter when it comes to IT vendors?

As long as a supplier is resourced sufficiently to maintain a quality service to the client, then I don't see size as an issue. In fact, I'd say that the critical thing today is not how big you are but how agile you are – how quick you are to respond, how flexible you are to change. **Norwel** has consistently demonstrated its responsiveness to us.

*George Davies Solicitors LLP is a leading mid tier law firm based in Manchester city centre. Even though it has been around for more than 70 years it has a young partnership who are very forward thinking. The firm is highly rated in the Legal 500 and Chambers & Partners directories which profile the top law firms in the country.*

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