

Broadvoice b-hive Expands Communication Reach for Arkansas Bar Association



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Karen Hutchins,
Executive Director,
Arkansas Bar
Association



Established in 1898, the Arkansas Bar Association has had a strong presence in the Arkansas legal community for over a century. The association comprises a small staff and thousands of volunteer members. Its represents its members' interests, provides money-saving services, alerts members to the issues created by proposed legislation that affect their law practice, and provides continuing legal education. Today, Arkansas Bar represents over five thousand attorneys throughout the state.

Challenge

Arkansas Bar was relying on an outdated traditional phone system that was keeping them from operating efficiently. Their old system didn't have any advanced features, so they were just able to place, answer, transfer, and hold calls. The system also tied them to the office; once they stepped outside, it was much harder for members to contact them.

Solution

As any company that has been around for a decade let alone a century would know, to have a successful business you must stay up to date on technology and other advancements. While that change can be hard, it is mandatory for running an effective business. As is the case in most industries, work is no longer limited to inside office walls.

Karen Hutchins, executive director at Arkansas Bar, knew they needed to modernize. "We needed an updated system that could provide more options connecting with our email and cell phones as more and more work is done outside of the office."

Arkansas Bar turned to Broadvoice. From desk phone to computer "softphone" to mobile device, Broadvoice enables employees to take and place calls from anywhere, on any device.

We wished we had switched over to Broadvoice sooner.

Karen Hutchins,
Executive Director,
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Results

Arkansas Bar made a complete 180 when they switched over from their old provider. They went from having a basic phone system to a system with a plethora of advanced features, including a mobile app and a user-friendly online portal to customizable ring strategies that are configurable on the fly.

One of the main features Arkansas Bar utilizes today is the auto attendant menu. Before Broadvoice, calls would ring on all the desk phones at the same time. Once answered, the caller would get transferred to the appropriate person, which was disruptive to employees. Now with an easy-to-set-up auto attendant menu,

callers hear a prompt of options, and can route themselves to the person they need. This allows the employees to focus on their task at hand, while calls get routed to the correct person.

Additionally, employees can customize how their phone rings – to both their desk phone and cell phone – which is vital considering the amount of work done outside of the office. They are no longer tied to their desk and have confidence that when people need to get a hold of them, they can – regardless of where they are.

Thanks to Broadvoice, Arkansas Bar is now always available to their clients.

