

## CASE STUDY

# Helping the Community with Jive Hosted VoIP

Legal Aid of Arkansas is a local nonprofit organization that provides free legal services to low-income Arkansans. The firm provides advice and representation for legal issues involving family law, consumer law, tenant law and many other non-criminal matters. When economic or social circumstances make courts accessible only to the wealthy, Legal Aid of Arkansas steps in to protect the dignity of their clients and the integrity of the judicial system. The organization is headquartered in Jonesboro, AK, with 14 satellite locations throughout the state.



## Background

The Increasing competition for a limited pool of charitable funds is pushing many nonprofits into revenue-generating activity and consolidation of operations. Visionary nonprofit organizations are turning to advanced IP communications as a way to cut costs and increase employee and volunteer productivity. Legal Aid of Arkansas was in need of a business phone solution for employees and volunteers that was both functional and cost effective. Since their

**Legal Aid of Arkansas***Nonprofit, 501(c)3*

Jonesboro, AR

14 Satellite Locations

**At a Glance**

Teaming with other nonprofits, Legal Aid of Arkansas closed more than 13,000 cases for low-income individuals in 2010. Even with the support of many pro bono attorneys and volunteers, their case load is staggering.

multiple corporate office locations acquired new clients regularly, Legal Aid of Arkansas needed a provider capable of equally rapid expansion that wouldn't exhaust the organization's resources.

Andrea Walker is the HelpLine Managed Attorney at Legal Aid of Arkansas (LAA) located in Jonesboro, Arkansas. Andrea, along with a team of dedicated staff and volunteer attorneys, works diligently to administer legal aid to low-income clients.

"The work of legal aid secures tangible income benefits for people who are living on the edge economically and protects their housing, health, education, and employment," said Andrea.

One of the most challenging aspects of legal aid work is to increase the impact of limited funds to provide help to as many people as possible.

Operational costs for LAA, which include both telephony and technology services, comprise almost 20% of the total annual budget.

Andrea realized the importance of employing the creative use of resources and innovative solutions to effectively stretch their dollars.

## Solution

Legal Aid of Arkansas selected Jive Communications several years ago to meet their complicated telephone system requirements. Jive has easily scaled to meet the needs of LAA's expanding operations. Even with several sites, LAA has their calls to route seamlessly regardless of geographic location.

"We consider ourselves one law firm with 14 locations," explained Andrea. "What's easier than easier than dialing a 4-digit extension and reaching a co-worker or your dedicated workgroup conference bridge?"

LAA also opened 5 additional satellite locations this year. Employees were able to keep their same extension, even when they moved across the state. Jive enabled LAA to keep their costs down while not sacrificing important features that allow the organization to run smoothly.

*"Legal Aid of Arkansas provided assistance for more than 36,000 clients and family members recovering more than \$3.1 million in damages. The majority of cases involve assisting families."*



Andrea also utilizes the Call Queues functionality provided by Jive Hosted VoIP. LAA has 4 separate Call Queues for their Advocates. These queues route callers based on language, time in queue, geographic location, and other custom factors. Advocates can be logged into one or multiple queues simultaneously, ensuring that each call is answered by the appropriate representative as quickly as possible.

Multiple Queues, Auto Attendants, and many other advanced PBX features come standard with Jive Hosted VoIP at no additional cost.

## Moving Forward

Since moving to Jive, Legal Aid of Arkansas has been pleased with the ability they have to grow with corresponding demands. Jive's Hosted VoIP provides unmatched ease in scalability, and that was exactly what Andrea and her organization needed.

*“Jive allows us to expand to new locations very quickly. In fact, we don’t even worry about the phone system being able to handle our size. We just move forward and they’ve been ready to scale every time.”*