

Creating Customers for Life.™

“Just as we are revolutionizing an existing method of doing business for lawyers, GoldMine, in my opinion, has revolutionized how to maintain contacts and service customers. They’ve made it incredibly simple. And what most impressed me, is that GoldMine supports companies as large as Lucent Technologies and is able to work on the other end of the spectrum with a growing, entrepreneurial venture such as CourtCall. That tells you that they’re on to something that makes a lot of sense.”

-Bob Alvarado, Chief Executive Office

Company Profile: CourtCall was founded by two lawyers who wanted to make telephonic court appearances a regular part of the legal process. Law partners, Mark Wapnick and Bob Alvarado had grown tired of traveling long miles to visit judges for 5 to 15 minute pre-trial appearances and knew that their clients would appreciate the financial savings that a telephonic appearance would produce. Frequently, lawyers may make 2 to 3 hour-long trips for required court meetings, and then charge the client for this time. Telephonic appearances eliminate travel time and drastically reduce client costs.

The idea behind CourtCall was to outfit courts with speakerphones and to act as the scheduling agent for the court. Now, on the day of an appearance, lawyers use a phone from their home, office, or other remote location and at an appointed time dial into a teleconference. The lawyers generally pay CourtCall \$50 to make that appearance telephonically and CourtCall shares a portion of the revenue with the court. CourtCall is being utilized in hundreds of courtrooms, spread over 60 different counties in 9 states and the company is continually expanding their services.

Business Need and GoldMine Solution: “CourtCall’s priority is to deliver a flawless voice communication to a specific location on a specific day,” says Alvarado. That being the case, they needed accurate scheduling in order to set these telephonic appearances and inform their clients of these appointments. Secondly, they needed a user-friendly database that would identify all of the attorneys, judges and courts that were using CourtCall. Finally, they wanted a customer manager that would automate a number of processes for the purpose of saving time. They had been using Microsoft SchedulePlus. Because CourtCall was growing at such a fast rate, the partners knew that in order to maintain the accuracy and effectiveness of their scheduling, they were in quick need of a software solution.

Alvarado approached Solutions Partner Corporate Computer Center (www.up2date.com), with CourtCall’s software needs. Alvarado had come to know Corporate Computer Center (CCC), when their offices were located in the same building. He had been impressed with CCC’s successful implementation of other software applications in the past. “As we explained what our needs were, CCC

Company:
CourtCall

Industry:
Legal Services

Contact:
Bob Alvarado
Chief Executive Officer

Unique Use of GoldMine:
CourtCall uses GoldMine Automated Processes to simplify client correspondence and save time. When a lawyer wants to use CourtCall’s services, he/she will fill out a form and fax it to CourtCall. If the lawyer is already in CourtCall’s proprietary database, CourtCall will look up the contact’s name, and with the press of a button will execute a GoldMine macro that indicates that the lawyer is ‘confirmed.’ GoldMine then automatically faxes a confirmation to the attorney client.

Add-on Products:
FaxRush
GoldReporter

Solutions Partner:
Corporate Computer Center

GOLDMINE
Software Corporation

realized that GoldMine's modifiable platform would allow them to build a proprietary system that would accommodate us," says Alvarado. "We thought we were going to have to build a software program from scratch. When we explained our needs, CCC's president (Larry Twersky) said, 'I know what you need. You need GoldMine.'" CCC then made proprietary modifications to GoldMine to meet CourtCall's varied needs, "and that was exciting for us because we could use existing technology that would be well supported—instead of a custom application that is never really complete," says Alvarado. GoldMine's ability for customization made it a perfect fit for CourtCall's needs.

"GoldMine is well served by the folks at Corporate Computer Center," says Alvarado. "They are the ones that really make sure that the customer is getting the best use out of the GoldMine product. They are in the trench with you, understanding your application. That is one of the key reasons why we love working with CCC."

CourtCall currently has 10 employees utilizing GoldMine 3.2 in their attorney contact department, calendaring department, and calendar verification department. They have been using GoldMine 3.2 for 18 months and are in the process of upgrading to GoldMine 4.0.

CourtCall also takes advantage of GoldMine's Automated Processes. For example, when a lawyer wants to use CourtCall's services, he/she will fill out a form and fax it to CourtCall. If the lawyer is already in CourtCall's proprietary database, CourtCall will look up the contact's name, and with the press of a button will execute a CCC-created GoldMine macro that indicates that the lawyer is 'confirmed.' GoldMine then automatically faxes a confirmation to the attorney client, including the phone number and access code that they will need to reach the judge. These proprietary Automated Processes simplify client correspondence and save CourtCall an enormous amount of time.

CourtCall is utilizing GoldMine add-on product FaxRush, created by Z-Firm (www.faxrush.com), for the purpose of keeping their attorney clients up-to-date on their telephonic appearances. They also use FaxRush in their marketing efforts to send information about CourtCall to attorney prospects. "FaxRush has helped create enormous time-savings," says Alvarado. "Obviously, the ability to fax from your computer with the touch of a button as opposed to walking to a machine hundreds of times a day, saves us vast amounts of time."

In addition to FaxRush, CourtCall is using GoldReporter, a report writing software that Corporate Computer Center designed to work specifically with GoldMine. GoldReporter is used to automatically generate calendars for the court. "GoldReporter is phenomenal," says Alvarado. "We have just scratched

the tip of the iceberg. It has so many functions that we want to learn and implement.” The simplicity of the program is what most impressed Alvarado. “Our customized and proprietary GoldReporter is a phenomenal product because it takes all of the GoldMine data and puts it into a specific-use format that we needed for the courts,” says Alvarado.

Alvarado has been very impressed with GoldMine’s ability to link documents, faxes, and other information in corresponding contact records. The ability to track correspondence history enables CourtCall to better serve their current client base. Knowing how a client has used CourtCall’s services in the past helps CourtCall to better serve their customers in the future. For instance, if a lawyer is a multi-time user, they are able to quickly access that information and can assess his or her needs. CourtCall also uses the contact history in redirecting their efforts to bring along other lawyers who haven’t been responding to the invitation to use their service.

Corporate Computer Center also customized GoldMine’s field labels to work better for CourtCall’s business. CourtCall now has fields for lawyer name, firm name, phone, and fax, as well as indexed key fields that contain appearance information including case name, number, parties, and pending actions. There are also user-defined fields where they can store all of the court-related information including judge name, phone number, where he/she is based, and what times of day he/she is available for hearings.

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