

# Smokeball Case Study

Despina Priala, Director, Priala Legal, QLD



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Priala Legal is a small boutique property and commercial law firm that provides legal services to property players within the Queensland and New South Wales property market. I'm the director of the business and I have two employees working with me. We all happily use Smokeball Legal and Conveyancing Software daily.

Smokeball has helped us increase our overall efficiency and has ensured we never miss a deadline. My staff and I are saving a lot of time since making the switch, approximately one to two hours each day. This is due to daily tasks like opening files, document creation and email management becoming much quicker and easier. This increase in efficiency also means an increase in profitability for the business.

Smokeball was on my radar for several years before I decided to jump across. I wasn't happy with my previous legal software because opening files would take an excessive amount of time and the program would crash frequently. My contract with my previous software was concluding and around the same time, Smokeball launched their trust accounting and billing suite. Based on the release of that particular feature, I was sold and decided to make the transition over to Smokeball.

What I initially liked about Smokeball software is that it's a much more user-friendly program. The layout is intuitive and it was very easy for my staff and me to learn. The multiple user functionality is great as you can collaborate seamlessly with your team. Everyone has access to every file and can pick up where you left off. Plus, the operating system Smokeball uses is superior. It's much faster and we no longer have to deal with crashing computers.

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The email management in Smokeball is fantastic and would have to be my favourite feature. As it automatically organises matter-related emails sent and received into one central area. This information can be easily accessed by all staff without forcing you to forward, BCC or save the specific mail to a folder. This is also a big time saver simply because we no longer have to search through our inboxes for matter-related communications.

Smokeball's client support is also brilliant, they do everything they can to assist their customers. You can always get through to the technical support team straight away and your issues are solved promptly and efficiently. I love that key members of the Smokeball leadership team are easily accessible and more than happy to chat. Since using the program I have had several discussions with Smokeball General Manager Paul Psaltis, regarding how to improve certain processes for my business. With Smokeball you don't feel like a number, they genuinely care about creating the best user experience possible for their clients.

Keeping up with technology and change is a major challenge for small firms. More dramatic changes have occurred in the last five years than ever before. If you're not proactive and adaptable your business can suffer as a result. Smokeball aims to assist their clients through these transformations via education. Smokeball regularly produces informative whitepapers and hosts webinar such as "How to make more money for your business". They are in touch with what is happening within the industry and they do what they can to help their clients succeed in this rapidly advancing environment.

In my view Smokeball Legal and Conveyancing Software is the most user-friendly and efficient program for Australian lawyers. It's full of features to maximise your firm productivity and profitability. Plus, It's backed with the best customer support in the business. I highly recommend others to jump across.