

case study

BPE Solicitors

BPE Solicitors is one of the south-west's most progressive law firms, successfully nurturing both strong commercial and private client bases through its adaptive, responsive and client-focused approach.

Residential property is a fast-growing area despite the housing downturn, with BPE leveraging both its regional reputation and national panel appointments to drive client acquisition. Service delivery is seen as key to sustaining and building on the achievements to date, and the partnership actively reviews processes and technologies to ensure it is maintaining optimum quality in this area.



It is a mature user of conveyancing search systems and having tried different providers has a good understanding of what works for its team of conveyancing professionals: a quick, intuitive ordering platform backed up by fast, friendly and knowledgeable customer support.

The rationale

“There was no huge imperative to change providers. Our incumbent system was doing the job and the regular approaches we were getting from other players in the market only pointed up their similarities rather than any point of difference. But as a firm we’ve always been receptive to ideas that can add real value; so when I read about ETSOS and its free-to-use Quotation & Referral System (QRS), I was interested. Here

looked to be a search provider ‘plus’ – someone not just offering another standard search ordering system but a broader platform encompassing unique and really engaging functionality.

We were drawn to both dimensions of QRS – the ability to roll it out to our local agents as a means to connect and collaborate, and the option to use it internally to provide instant quotes to those ringing in.



BPE Partner
Richard Spencer

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The experience

“Moving over to the ETSOS platform was always going to meet with that inevitable resistance to change from certain members of staff but that resistance was broken down very, very quickly in the face of a brilliantly designed, Amazon-like ‘click and buy’ portal backed up by a very personable, professional and switched on account management team. Getting staff buy-in so readily

was a real bonus as it meant a greater receptivity to the separate QRS initiative, which we were keen to push on with in-house. While we’d already put in a lot of effort to make the conveyancing quotation process as efficient as possible, it was still taking us an average of ten minutes to get the numbers worked out and a quote put together. With QRS, we were soon able to get this whole

process down to less than 30 seconds, enabling us to keep the caller on the line and give them the quote there and then. We follow up by immediately emailing out a fully formatted PDF with a built-in ‘click to accept’ option, which gets fed back seamlessly into the system – no more intervention or rekeying from our side needed.



The difference

“Using QRS in this way has given us three considerable advantages.

One, the customer experience – being able to quote in real-time while you have the caller there on the phone is the sort of service standard consumers now expect and it’s something we can now deliver. We’ve also seen a direct correlation in terms of higher acceptance rates and clients tell us that the speed and professionalism of the quoting process gave them confidence

that we would handle the conveyance in the same way. Two, we have much better visibility of quotes given, a 360° view of acceptance rates, daily output, monthly trends, all sorts of useful data that can be fed back to help us make further improvements. Thirdly, the efficiency of the system means that we are that much more productive and can be more focused on client care. Time is freed up to handle more calls and indeed to spend more

time with individual callers to help build a relationship, to secure the instruction or maybe even to cross-sell other practice areas. In my book, this all adds up to significant added value – and demonstrates just why it pays to keep one eye on the search provider market, identify truly distinctive propositions and be ready to switch.