

Case Study



L A W Y E R S



RMB Lawyers and LAW 9000 certification through SAI Global

LAW 9000 – The cornerstone for growth and improvement.

Proud holder of Law 9000 registration number '0001', RMB Lawyers was the first legal practice to achieve certification to SAI Global's specialised quality management standard for legal practices in 2005. It's an achievement that has enabled growth, boosted efficiency, reduced waste – while maintaining very high levels of customer satisfaction.

RMB Lawyers provides advice and legal services to five local government areas throughout regional NSW.

According to RMB's Managing Partner, Craig Osborne, in the years following its initial certification, the Law 900 Best Practice System has provided the cornerstone for the firm's literal doubling in transaction growth from an average 175 to 350 per month.

One of the key enablers of managing growth of this magnitude without sacrificing efficiency or, most importantly, customer satisfaction and advocacy, has been the flexibility of the Law 9000 system.

"We have added in our own bells and whistles," says Craig. "The system has allowed us to improve our speed despite increased volume and measurably increase our client advocacy scores across our nine specialist divisions. Last financial year they reached 8.7 out of 10 under the Bain Metric system.

"Another major achievement that is directly attributable to the system is improved risk management – again measurable – in this case by the steady decrease in our Professional Indemnity premiums, particularly in the past year," says Craig.

However, perhaps the most significant benefit offered by the Law 9000 framework is that it helps

keep the firm ahead of the game in the rapidly changing environment.

There is no room for stagnation or complacency when continued scrutiny and objective assessment looks holistically at how the firm measures up to meet customer needs – in practice.

"The internal and external auditing systems now in place constantly challenge us to raise the bar and meet higher expectations, change our processes and develop new products," says Craig. "The system also ensures we focus on training people and are open to constant innovation that helps us deliver better results faster. And it's a system we believe has led to the achievement of our number one KPI in the past five years – talent retention."

The firm has experienced a low 5% loss of talent each year and has become an employer of choice receiving a minimum of five unsolicited applications from both lawyers and support staff each week.

Testimony to this achievement is RMB Lawyers receipt of awards – including the NSW Business Chamber industry-wide Employer of Choice Award in November 2009. It's a far cry from the days before Law 9000 when talent retention was one of the firm's major challenges.

Today, even with the notoriously difficult process of change management following acquisition, new staff members are effortlessly merged into the team, aided by the support and direction of the Law 9000 model. For this reason, having the certification is also a significant selling point in merger situations and again, a key enabler for controlled growth.

"In short, Law 9000 provides for growth with safety, improving customer advocacy, improving business management and, perhaps more importantly, business innovation," says Craig. "At the same time it is a backbone for talent retention, succession, opportunity and the growth of leaders within our business."



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Practice
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Proof of the pudding...

RMB Lawyers is an award-winning firm that has, in recent years, conducted major decentralisation from its Wollongong base to open six regional offices to serve its key clients. It has also increased its gross fees by 400% in the past ten years.

RMB Lawyers business growth has been recognised by various business awards including:

- 2008 Crown St Mall Awards – Retailer/Business of the Year
- 2009 Crown St Mall Awards – Employee of the Year – Tracy Lawson
- 2009 Crown St Mall Awards – Retailer/Business of the Year
- 2009 Integral Energy Illawarra Business Awards – Business Person of the Year – Craig Osborne
- 2009 NSW Business Chamber Awards, NSW Employer of Choice (for businesses with more than 50 employees)
- 2010 Crown St Mall Awards – Retailer/Business of the Year

Law 9000 has been a key enabler for all of these achievements.

RMB Lawyers

For further information, RMB Lawyers can be contacted on:

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RMB Lawyers has offices in:

- Wollongong
- Kiama
- Dapto
- Nowra
- Bowral
- Shellharbour

Contact SAI Global

Whether you are looking for certification against an International Standard, the “Five Ticks” StandardsMark™, assessment to your own goals and commitments, supplier assessment, or training, SAI Global has a solution.

To enquire further, visit our website.

www.saiglobal.com/assurance

email assurancemarketing@saiglobal.com

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