



inCase

inCase App

**HAPPIER CUSTOMERS,
HAPPIER STAFF,
HAPPIER OWNERS**

The only fully integrated legal app





A transformation in client service and lawyer efficiency...

inCase is the most innovative way to communicate with your clients efficiently and securely.

With our mobile app and Case Management System integration we provide the technology, expertise and efficiencies for Lawyers to provide the very best in customer service.

Our mindset is as lawyers firstly, technology providers secondly. Our unique background means we understand the difficulties and obstacles that lawyers face on a daily basis. Along with the pressures and desires business owners hold in running their firms.

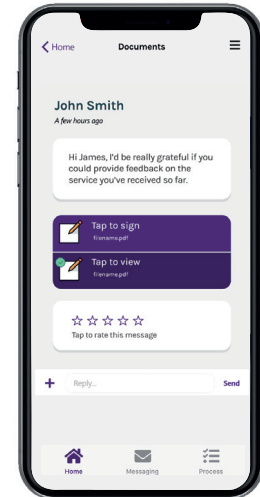
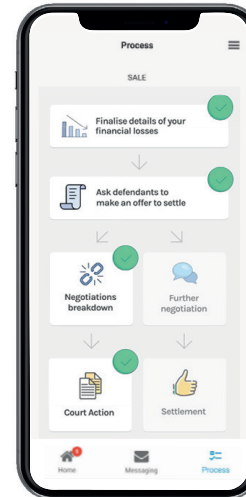
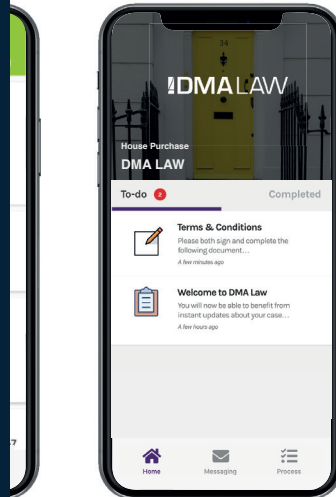
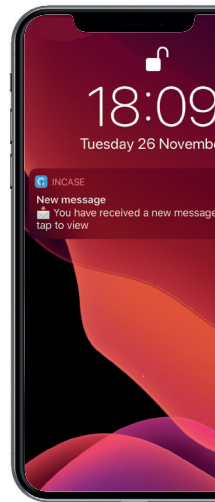
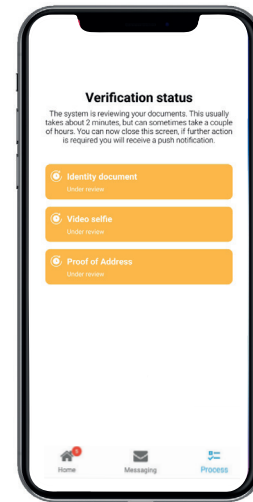
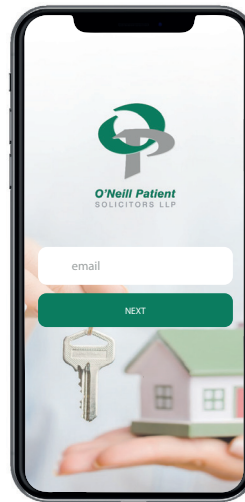
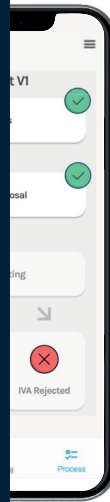
We are continuously developing the inCase app product with our four brand values in mind:

Teamwork

Positivity

Differentiation

Integrity



The Problem



Pressure from clients

Clients are looking for results as soon as possible, which creates pressure to complete cases quickly. They also require instant information about their case. Without the technology and infrastructure to do so, it is hugely challenging for the lawyer to manage their clients' expectations.



Ineffective communication

As lawyers, we can be quite reactive to clients. They email and call us when they need to and we react to it. Sometimes, there is not enough time in the day to react to all the communication requests. Additionally, the longer it takes us to get back to a client, the worse our service is judged. That is why inCase turns lawyers into proactive communicators, reducing the amount of calls and emails clients make.



Balancing time vs. income

Not everything fee earners do is generating income and we know that the softer skills our lawyers use are what defines our client service. However, if we can make cases more efficient and communication faster and less times consuming, it would increase profit per case.



Lack of innovation

As lawyers, we typically use email, phone calls and old-fashioned letters in the post, which are open to security breaches and this is **not the way clients communicate with other professional services.**

The Solution



Improve client satisfaction & experience

- Keep your client updated 24/7
- Clients feel valued
- Let your clients feel informed throughout the process
- Faster & higher levels of communication



Increased efficiency & reduced workload

- Reduce workload for lawyers
- Average documentation completion is less than 24 hours
- Complete integration
- Reduce client calls
- Reduce timelines



Grow your business

- Track behaviours and see quality MI
- Enhanced marketing = more clients
- Scalable with continuous upgrades
- 50% of clients never delete your app off their phone. Meaning you keep a relationship with them and they keep coming back to you.



Improved security

- Protect against fraudulent activity and money laundering
- More secure than email, telephone calls and post
- Client identification through inCase
- Safely provide bank account details
- The ultimate data protection
- Fully encrypted

The Benefits

80%

reduction in
incoming calls &
emails from Clients
using the app.

50%

increase in Clients
instructing them
from the USP of
having inCase.

Up to

51%

increase in
your capacity
to do work.

On average
we make cases

42%

quicker to
complete

4.7/5

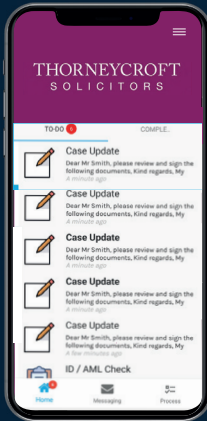
increase your client
satisfaction through
using inCase

Our Client App has unrivalled features that will enhance your Law Firm...



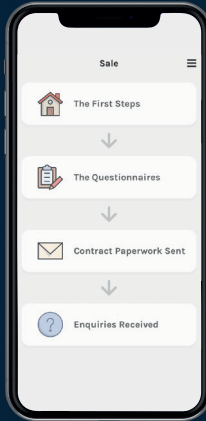
Push Notifications

Become proactive! Let clients relax knowing their phone will 'ping' with any case update or actions.



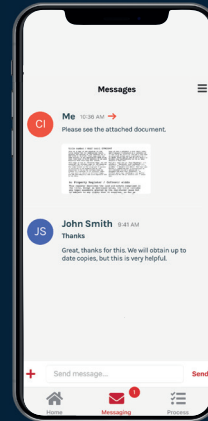
Client 'To-Do' List

Keep clients organised. Create a list so they know what they need to do.



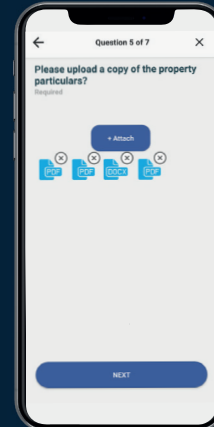
Process Flows

Have multiple process flows and make them bespoke to you. Set trigger points in your CMS and keep your clients fully informed.



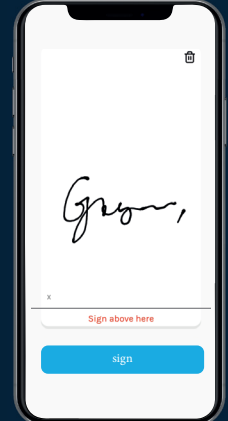
Secure Messages

Provide a communication trail for clients. It is an easy way to communicate with each other.



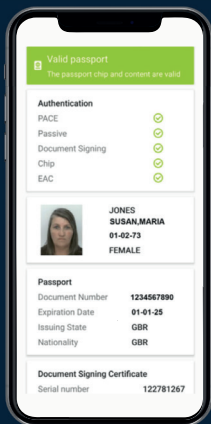
Client Document & Image Upload

Clients can upload or scan documents straight from their mobile phone, tablet or computer.



Electronic Signature

Sign documents quickly with our electronic signature system.



ID/AML

Our market leading Identity check feature provides the ultimate reassurance of your clients identity.



Branded App

With your firms branded app you get additional support with bespoke marketing materials.

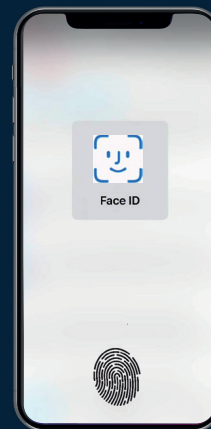
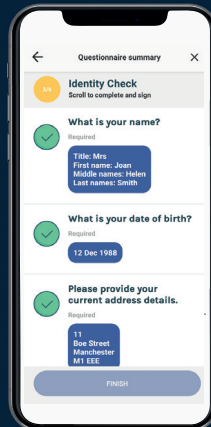


Video Conferencing

Video calling helps to facilitate the face-to-face benefits that many firms are missing in this new digital era.

Digital Forms & Questionnaires

Send forms to clients to complete through the app in record time. It saves the progress and allows clients to fill.

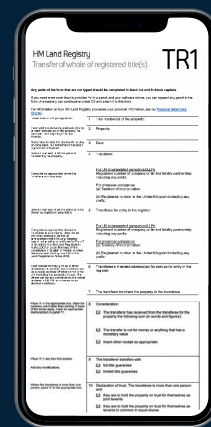


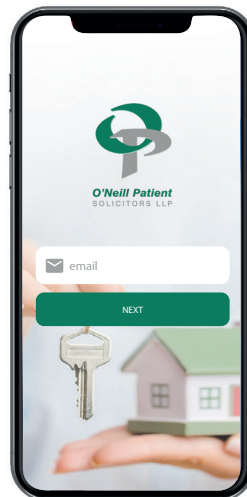
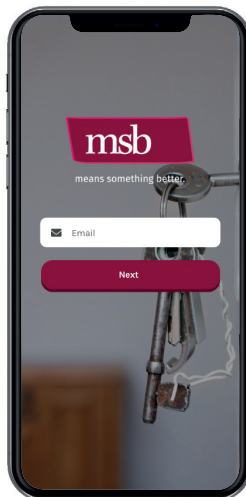
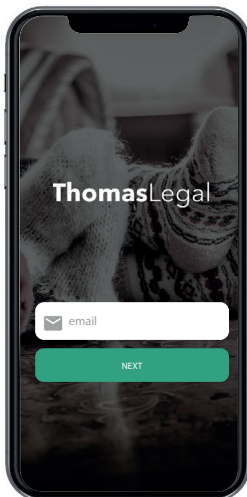
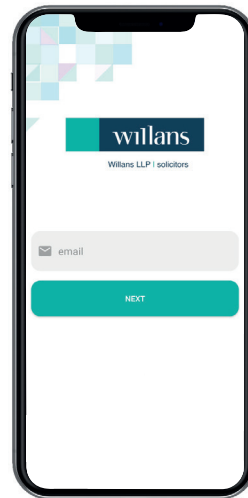
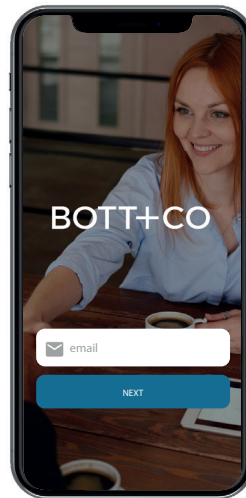
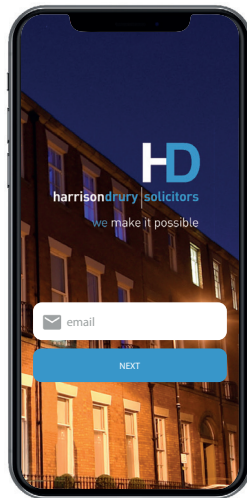
Biometric Login

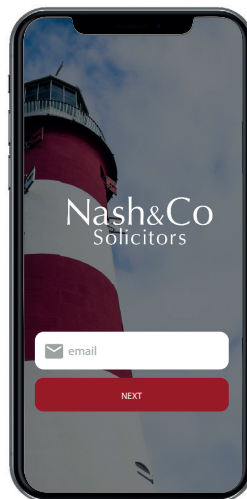
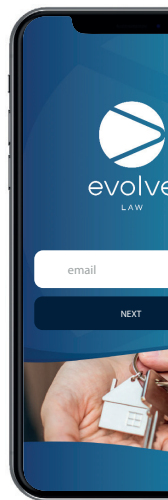
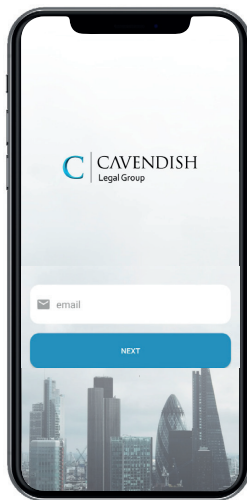
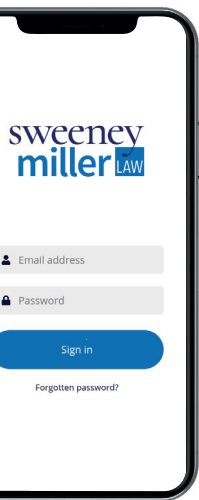
Use facial or fingerprint recognition to add an extra layer or security to your app. Ensuring only you have access to your documentation.

TR1 Signing

Specifically for conveyancing cases - Transfer Deeds (TR1) can now be signed and completed through the app.





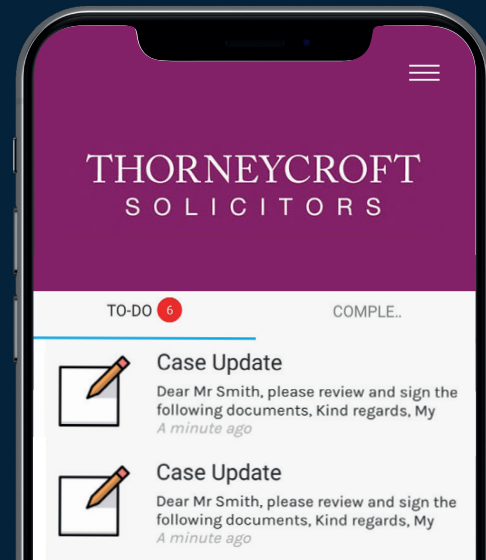


It's branded for you!

Branded version of inCase designed and developed to your firm's individual needs.

With your firms branded app you get additional support with bespoke marketing materials:

- Branded app on the app store
- Consistency of brand across digital and print
- Enhanced marketing materials provided
- Higher engagement figures from clients.



Every single one of our firms has had inCase successfully integrated into their existing CMS.

We have undertaken integration with 99% of the available CMS providers. We are one of the leading experts in integrating into the systems law firms use. Fundamentally, there is no team more experienced than the integration specialists at inCase. We have multiple methods and have not found a system in over 9 years that we cannot integrate with. We can also offer a money back guarantee for integration. (please ask for more details).

We treat each firm as an individual and create an integration package specifically for you - which is all included in your fixed setup price.

Case Management Systems inCase has integrated with include:

- **SOS**
- **TIKIT**
- **DPS**
- **LAWPRO**
- **QUILL**
- **PROCLAIM**
- **REDBRICK**
- **VISUALFILES**
- **PEPPERMINT**
- **INTOUCH**

We have built security and encryption into the very fundamentals of inCase. We use Transport Layer Security (TLS) encryption protocol no matter how we integrate into your systems. This is the exact same cryptographic protocol as is used to secure your internet banking and e-commerce transactions.



Outlook Plugin

There maybe people in your environment that do not use the CMS or you may not actually have a CMS. We have an Outlook plugin that creates a mini-CMS and provides all the features inCase offers.



API

We are able to integrate with many systems through our Application Programming Interface that can securely transfer data.



Fully Integrated

Some Case Management Systems (CMS) have the ability to fully integrate inCase into their system, such as Proclaim, Visual Files, Ochresoft, Redbrick and SOS. We are highly experienced with these integrations.



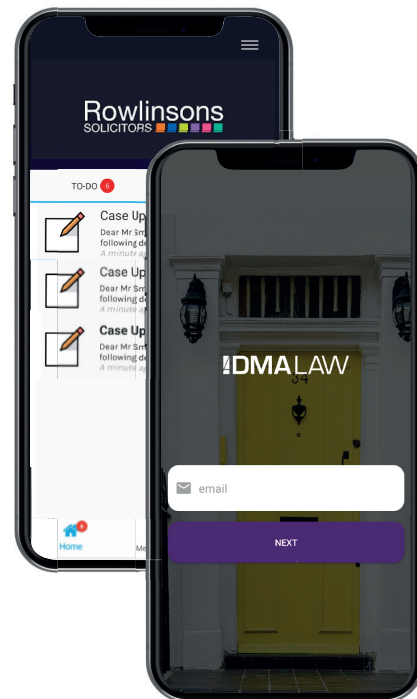
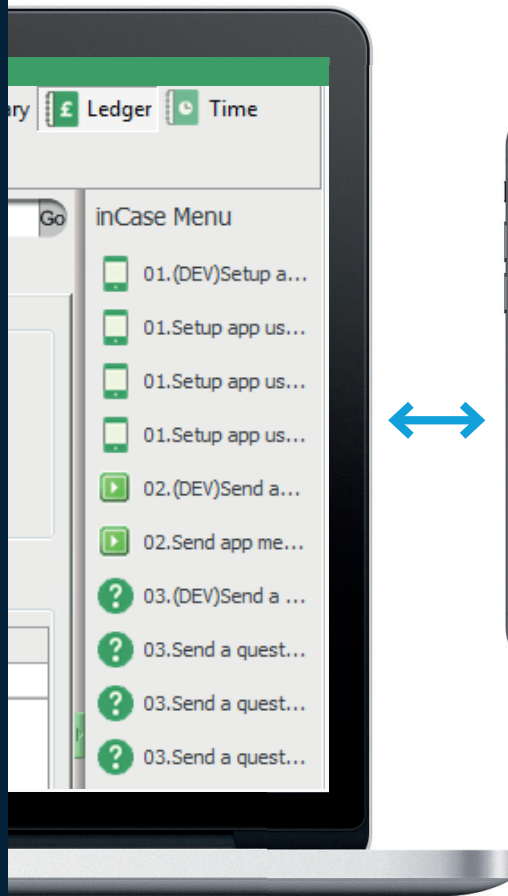
Email Server

We have also created an email-based integration capability, where we tag your precedent documents and messages and securely email the encrypted data to the inCase server.



**We guarantee
to integrate into
your CMS or your
money back...**

***Please ask for
further details**



Our Market Leading ID/AML Feature

Clients follow a simple 8 step process to prove their identity giving you peace of mind.



Our market-leading integration means your lawyers don't need to go onto a separate system to request identity checks, it can all be undertaken from one action in your existing system.



Client receives a new task

Tasks are received to the inCase app to complete the ID check. The client 'self-services' the check. You don't do anything!



NFC Chip

Client uses the NFC chip reader in their phone to scan passport chip. We are the only provider who can use both Apple & Android phone chip readers.



Cryptographic Signature

The Passport Agency's Cryptographic Signature is obtained to confirm genuine passport.



A liveness test is carried out

The system asks the client to perform actions to make sure there is a real person undertaking the facial recognition.



Facial Recognition

Facial recognition software has been proven to be more accurate than human facial recognition by creating a 3D map of the users face.



Electronic Database Checks

We also carry out enhanced database checks to provide an advanced AML check.



Proof of Funds Searched

Through the open banking regulations, we provide transaction history and account details from the client's bank.



Report Sent to Lawyer

All of the above is then included in a PDF report sent securely to the lawyer - all within seconds.



“

Our app allows our clients to view the progress of their case in real time with the process flow and case milestone features.

The app also has a great push notification feature meaning our clients will never miss an update.

Clients can now fill out all forms and questionnaires digitally through the app - from the comfort of their own home. The electronic signature feature means clients no longer need to print, scan and post, saving time and travel.

The app allows our clients to access their case 24 hours a day 7 days a week to fit into their lifestyle.

”

Adam Forshaw
Managing Director at O'Neill Patient



Adam Forshaw

The Gateway

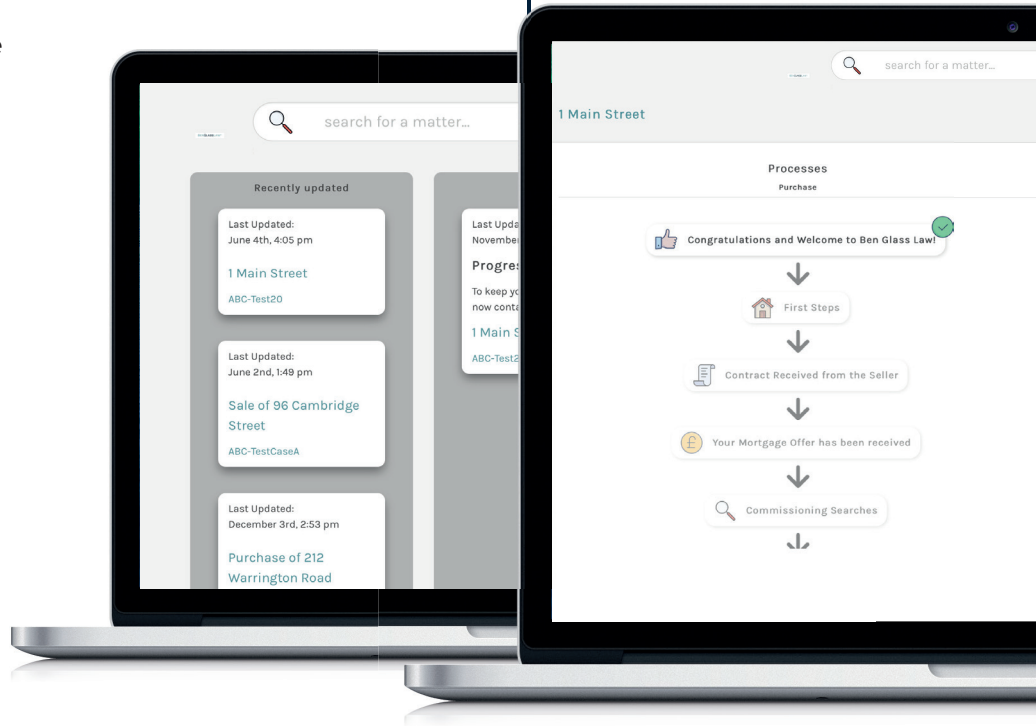
The Gateway is an online portal which provides a 2-way communication between the law firm and your chosen third party.

The platform allows the third party to view the 'case progress' and 'milestones' of the client's case and be notified when a certain milestone has been completed.

It allows all communications, documents, and messages to be sent securely from the third party to the law firm and vice-versa.

The third party can also manage cases in accordance with priority and cases of importance they wish to 'watch'.

All providing secure and easy communication between all parties, reducing the need to email or call.



Admin Portal

The Admin Portal is the content management system for the client's app. Within the Admin Portal the law firm can view analytics and data.

The portal also allows the law firm to edit the content pages within the app such as About Us, Privacy Policy, Contact Details etc...

Questionnaire Builder

In addition, the law firm can also utilise the Questionnaire Builder within the portal which allows the firm to design and edit their own bespoke questionnaires, which can be sent to the app for the client to complete and sign.



Created users



Client ratings



Login statistics



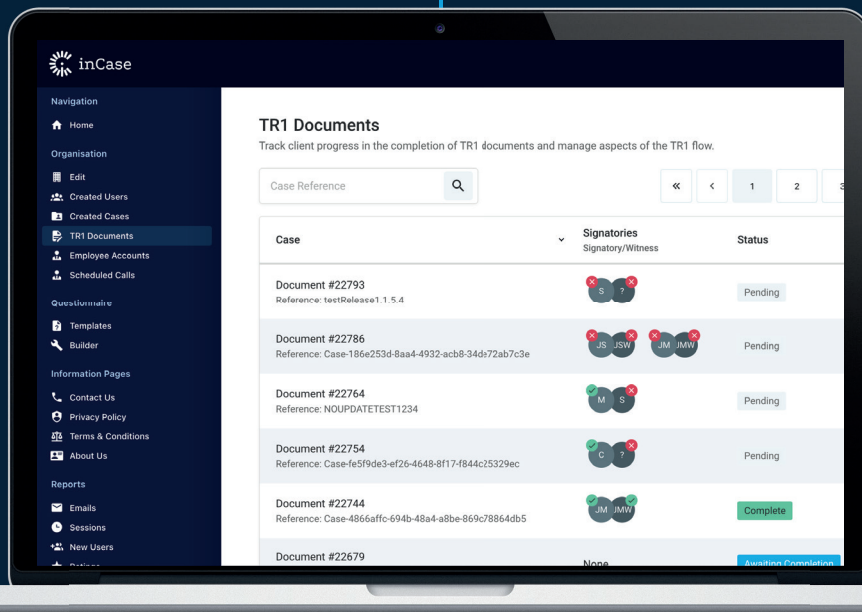
Email trails



Sent messages



Created cases



Our app costs
your firm on
average £2-£7
per case...

You could also look to save
£250K a year by choosing to
use inCase.



Speak to us to run
through the Value
Calculator to see
if we could save
you money.



Communication

inCase does reduce calls & emails into your Lawyers – Our firms are reporting an **80%** reduction.



Unique Selling Point

inCase does mean you are able to convert more clients – Our Firms have reported a **50%** increase in clients instructing them from the USP of having inCase.



Work Capacity

inCase does increase capacity by up to **51%** - whilst still improving client happiness.



Reduce Waste

inCase does reduce waste by allowing clients to sign forms electronically.



Remote Working

inCase enables your staff to work seamlessly from home - without having to reply on email, telephone or post.



Client Satisfaction

Improve your firm's client satisfaction rate with a score of 4.7/5 on average

How many cases do you undertake Per year?	1000	3000	5000	10000
Postage/printing savings	+£9,500	+£28,500	+£47,500	+£95,000
Efficiency/capacity savings	+£331,500	+£994,500	+£1,657,500	+£3,315,000
Average annual cost of inCase	-£5,400	-£16,200	-£27,000	-£54,000
Cost benefit to your firm per year	+£335,600	+£1,006,800	+£1,678,000	+£3,356,000

Your clients will love inCase...

"Fantastic - Simplified everything and I could see what was going on at all times."

★ Trustpilot ★★★★★

"5 star - Seymour was amazing help. Communicated and kept me up to date all through the app and resolved my case so quickly! Would recommend this solicitors to anyone."

★ Trustpilot ★★★★★

"Brilliant - A really great app...makes a usually stressful process much easier. Everyone should use this app."

Google ★★★★★

"This app was very useful during my claim, provided all the information I needed in a clear, well laid out format. No bugs found."

★ Trustpilot ★★★★★

"This app is fantastic, really easy to use. The solicitor I'm using is very quick at replying."

Google ★★★★★

"Brilliant, so easy quick and paperless."

Google ★★★★★

"Great idea for an app - makes the claims process so much easier - access to your case at your fingertips!"

Google ★★★★★

"Really good. I could actually see what was happening with my claim and where it was going in real-time. Very useful, highly recommend it if you get the chance to."

Google ★★★★★

"...The service and updates on their app meant I knew what stage my claim was at...Thank you again...I highly recommend."

Google ★★★★★

"Fantastic app allowing me to play an integral role in the claims process."

★ Trustpilot ★★★★★

"This app was very useful during my claim, provided all the information I needed in a clear, well laid out format."

Google ★★★★★

"Really good app providing a nice visibility of the process."

Google ★★★★★



THORNEYCROFT
SOLICITORS.CO.UK



"inCase has achieved exactly what we wanted from an app. It has given us a real USP and allowed us to use leading technology to provide tangible and measurable benefits both internally within the business but also externally to our customers. There are many benefits to the app, including improved efficiency internally and streamlined communication, but by far the biggest benefit is the enhancement to our customer service."

Rachel Stow, Thorneycroft, Managing Director

"Here at Sweeney Miller we understand that moving house can be an unnerving prospect and one of life's more stressful experiences, so we take every step we can to ensure our clients are happy and informed throughout the process. inCase is the perfect solution taking our customer service to the next level."

Paul Miller, Sweeney Miller, Founder & Managing Partner



**sweeney
miller** LAW

 **Aequitas
Legal**



"Integration with our case management system was essential to avoid driving up operational costs within the firm. In fact, costs have lowered, with the automated messages we are now able to send clients, updating them on their case within a split second."

Suheet Amin, Aequitas Legal, Founder & Senior Partner

"Our app has revolutionised the way we attract and secure new client instructions. It has changed our business and we are rolling it out across our whole business. It is only a matter of time before law firms wake up and realise this is the way forward when it comes to client communications."

Michael Jefferies, Managing Director



 **MICHAEL JEFFERIES**
INJURY LAWYERS



"The app has had a very positive effect on our business. It has reduced telephone Traffic considerably and has also meant our client onboarding has been accelerated hugely."

Chris Walker, Gorvins, IT Director

"One of the benefits we have seen is that the app makes the whole legal process a lot more accessible for clients and a lot more transparent. Clients feel a lot more involved in their case and it keeps clients more engaged in the process. It's much better than just using email - clients get that push notification on their phone to alter them to case updates."

Jennifer Dougal, Jefferies, Director & Head of Property



"The app has been fully integrated into our conveyancing case management system allowing us to seamlessly deliver updates and information to our clients...and help simplify buying and selling their properties."

Chris Sutton, JMW, Partner & Head of Operations

"Clients are asking for more frequent contact with their lawyers. They want to be kept up to date, they want to know what is happening and they don't think that telephoning is the best method of communication anymore. inCase helps solve this and puts lots of different technologies in one easy to access location for clients."

Tom Parkinson, Rowlinsons, Director & Head of Property



Meet Our Senior Management Team

The Senior Management Team at inCase are some of the best professionals in their respective disciplines.

Together they have developed the inCase platform to be the revolutionary communication tool that you see today.



Suchheet Amin - CEO & Founder

Still owns his award-winning law firm which is now self-sufficient giving Suchheet time to invest all effort into the success of inCase. Unique perspective on how owners of law firms think and act. Well connected and respected as Past President of Manchester Law Society.



Rob Hosier - Sales & Marketing Director

Rob has over 12 years' experience in legal services and has helped develop some of the largest Conveyancing Practices in the UK. Proven track record in managing sales teams; budgets and marketing strategies.



Steven Goulding - Client Service Director

Formerly of Hewlett Packard Enterprise, Steven joined inCase in 2015. Passionate about Client Service, Steven is responsible for overseeing a smooth onboarding process and ensuring clients receive maximum value from the product.



Andrew Kirkham - Chief Technology Officer

Former IT Director of AO.com with experience scaling products and services both domestically and abroad. Key skills in product development with highly focused commercial outlook.



Michael Hay - Business Consultant

Mike has 15 years' experience in Corporate Business Development, including providing mobile app technology and software solutions. Mike's role at inCase is prospecting for new business and presenting inCase within the legal industry.

mike@incase.legal



Tristan Lewis - Business Consultant

Tristan spent the past 12 years developing a leading UK law firm. Tristan provides a unique insight into modernising the services law firms implement. Tristan uses his experience to help tailor inCase to individual firms needs.

tristan@incase.legal



Gareth Carlile - Business Consultant

Gareth has been a business consultant for over a decade in various sectors, including consultancy for companies in the top 10 of the FTSE 100 where he has helped provide a technology based solution to enhance company efficiencies, and financial growth. Gareth's invaluable experience has helped him understand where law firms can implement inCase to evolve their business.

gareth@incase.legal

Meet Our Business Consultant Team

Our Business Consultant Team are solely here to make sure inCase will benefit your firm.

In order to book a demo or for further information about inCase, email a member of our team or scan the QR code below.



BOOK A DEMO TODAY



**71% of adults say
they never turn
off their mobile
phone, whilst
78% say they
could not live
without it.**



Ofcom Comms Market Report 2018





**Arrange your
FREE NO OBLIGATION
demonstration now**

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