

# Clifford Chance Reboots the Print & Mail Room with Fuji Xerox Print & Change Management Services



“Instead of dumping technologies like what some vendors do, Fuji Xerox brought a change management process to coach and train not only their own staff, but our lawyers and legal secretaries, so that they know what services are available to them and what technologies can now do for them.”

– Justin Young  
General Manager  
Singapore & Bangkok  
Clifford Chance

## Background

Clifford Chance is one of the world's leading law firms, with 35 offices spanning 25 countries and employing some 3,400 legal advisors.

Specialising in all areas of commercial law including corporate, finance, capital market and litigation, Clifford Chance has an enviable scale and depth of legal resources across the key markets of Africa, the Americas, Asia Pacific, Europe and the Middle East.

## The Challenge

Providing services to some of the largest global MNCs and organisations and handling large and complex legal transactions on their behalf is the norm at Clifford Chance.

Lawyers and legal secretaries are required to apply their intellectual capital onto papers and documents for subsequent negotiations and signings. Essential to the process is the ability to produce quality legal documents in the quantity required and in time to meet deadlines.

Easier said than done! Clifford Chance found that legal secretaries were spending significant time and effort printing and copying documents. The direct result was increased costs caused by rework as documents were being assembled by personnel who had not received the correct

training. A further complication was the use of multiple vendors' printers and the increased cost and confusion experienced trying to manage different fleets of machines.

Finally mail and distribution operations were also suffering due to the lack of appropriately trained staff to perform this vital function.

It was clearly acknowledged that lawyers and legal secretaries are hired for their professional skills and having them channel their time in maintaining these vital administrative functions was costly, time wasting and resulting in substandard output quality. Clifford Chance wanted to find a reliable partner capable of assuming full responsibility of the delivery of these and allowing the professional legal to channel their energies towards their area of expertise.

As the market leader in document production centres, Fuji Xerox was chosen by Clifford Chance as the partner to handle all print and mailroom operations.

## The Solution

Fuji Xerox worked hand-in-hand with Clifford Chance to define the specific mailroom and print service requirements and in turn deliver a roadmap of the services to be deployed that fully satisfied Clifford Chance's needs.

# Introducing the 40/20

Fuji Xerox, by providing a comprehensive Print and Mailroom Service have fully transformed Clifford Chance's end to end document handling capability. This was achieved through the delivery of:

- Managed Print Room with Fuji Xerox 700 Digital Color Press (700DCP) and D125 Production Systems.
- Managed Mail Room to handle all mailroom and distribution operations.
- Provision of 4 DocuCare, competent on-site Fuji Xerox officers who will manage all devices, print and mail-related duties for Clifford Chance.
- Additional services including Bible CD burning, fleet management of vendors' machines and overall management and control by dedicated on-site supervisor.
- Change management initiatives to educate staff on new services implemented.

## The Results

The success of the transformed Managed Print and Mail Room can be measured through both a 20% reduction in printing costs and freeing up 40% additional time for legal secretaries to engage on client activity.

### Additional benefits include:

- Trained DocuCare staffs are always on hand to perform professional print and mail operations that resulted in equivalent salary for these trained personnel.
- The Print Room's expertise has enabled the re-engineering of existing document formats including size, shape and color to maximize print quality and economy.
- Correctly executed print jobs eliminate wastage. Lawyers and legal secretaries simply send in their print requests to the Print Room in full knowledge they can be assured of quality print on time.

- Over and above core printing capability, the Print Room also provides production of collaterals in various finishes such as plastic comb and velo binds.
- The Mail Room takes full responsibility of all incoming mail, internal and outgoing mail, shipping and receiving, further improving productivity and establishing a single point of accountability.

To enable the accurate tracking of costs, volumes, machine performance and even DocuCare on-site staff performance, Fuji Xerox provides visibility of all print and mail operations through monthly consolidating reports to Clifford Chance.

Finally on account of the service being tightly integrated to Clifford Chance's specific business requirements, Fuji Xerox also manages the process of Bible CD burning. This is the process by which all information about a particular legal transaction which may be required for future references can be safely archived to CD for storage. Best of all Clifford Chance was not required to meet the cost of replacing other vendors' print devices as Fuji Xerox is also providing fleet management of these machines through a convenient single point of contact.

The provision of change management initiatives also ensures that all staff in Clifford Chance are introduced to the new services and technologies available to them. Instead of dumping technologies to them after sales, Fuji Xerox have progressively engaged and involved Clifford Chance's staff in trainings and workshops throughout the transition.

## The Future

Moving forward, Clifford Chance is already planning to leverage on this close partnership with Fuji Xerox to implement similar services in its Thailand office.

## Case Study Snapshot

### The Challenge

- Critical legal transactions require professionally printed documents
- Lawyers and legal secretaries were spending too much time on non-value added activities of printing or copying documents
- No trained personnel to perform mail operations
- No single point of contact to manage multiple vendors' print devices

### The Solution

- Fuji Xerox Print & Mailroom Services
- Provision of 4 DocuCare officers to handle all print and mail operations
- Bible CD burning, fleet management of vendors' print devices and single point of contact from Fuji Xerox on-site supervisor
- Change management initiatives to educate Clifford Chance staff during transition

### The Results

- Reduced costs by 20% due to the availability of trained staff to perform the relevant print and mail duties
- Released 40% of legal secretaries' time to focus on core activities
- Provided monthly consolidated reports on all print and mail operations
- Enabled the printing of documents in various formats, sizes and finishes such as plastic comb and velo binds
- Facilitated Clifford Chance staff in adopting new services and technologies through Fuji Xerox change management initiatives



Watch the video  
<http://goo.gl/RBFKO>

**About Fuji Xerox Singapore.** Established in 1965, Fuji Xerox Singapore is the country's leading provider of new class document solutions. We offer an unparalleled portfolio of document technologies, services, software, supplies and document-centric outsourcing. Supported by an unrivalled team of industry leading professionals, we are committed to help our customers achieve increased productivity and process efficiency gains through innovative document solutions, while meeting their sustainability objectives and reducing costs.

For more information on how we help leading legal firms, visit [www.fujixerox.com.sg](http://www.fujixerox.com.sg) or call us at 6766 8888.