

Architecting real-time business advantage through a seamless and effective online presence

The increasing cross-border mobility coupled with rising complexity of immigration procedures has meant a more challenging environment for law firms that work in the area. Among the biggest challenges faced by such firms has been the instant updation of information on developments that impact immigration, managing the humongous paperwork that immigration entails to effectively track status and progress on client cases. The ensuing case-study outlines the challenge faced by a leading legal firm in this space which utilized xxx expertise and solutions to create a seamless and effective online entity that addresses these challenges head on.

The Fakhoury Law Group:

Based out of Michigan, US, The Fakhoury Law Group PLC provides business and employment-based immigration services for clients in the US and globally. The Group is a leader in employment-based immigration in the Detroit metro area and is well-known among national and international business circles.

The challenge:

The expansion of client portfolios and growing number of professionals working on various client cases made The Fakhoury Law Group encounter ongoing challenges interms of employee productivity and constant updation of the immigration information provided by the firm. The Group knew addressing the challenge was a business imperative. Thus began the search for a partner who had the domain knowledge and the requisite technology expertise to deliver the same. After much groundwork and reference checking, the Group chose xxx. The xxx team quickly seized themselves of the situation and realized that creation of a seamless and effective online entity with various tools embedded could solve most of the challenges faced by the firm. Having mapped the solution, the team quickly crystallized project objectives to be:

- Creation of an exhaustive repository of current information on immigration which would be continually updated
- Developing a web-based personalized tracking service for all client communication
- Structuring a personalized entry point which would allow clients access to more specific information
- A web presence that would make the first and the most effective sales pitch for visiting prospective clients



Blending domain expertise with technology prowess - How xxx quickly delivered on the challenge?:

Post the need mapping the xxx team further broke the objectives into specific project tasks to be achieved which are as below:

- architecture of the planned online entity
- building a robust case management system
- a process to ensure constant updation of immigration information on the website
- automation of filing and tracking

Keeping information updated on the website updated was the easier of the challenges as the team already had the information digitally and only a link were to be established for transfer of the information to the Fakhoury Law Group's website.

Working with the best technology and design minds, the team then worked on the architecture which would best showcase the firm's specialty and knowledge base and allows a user to find the needed link or information faster. Simultaneously the technology team worked on building tools for e-filing and etracking which would together allow tracking of court dates, shipments, as well as archive the entire client communication history.

Another team within xxx worked on refining a service which would allow the group to share valuable information with associates and clients. This easy to use service maintained case status, case histories and automatically alerted attorneys about overdue cases. All the components ready, the design team stitched it all into a design package that had all the elements to make it appealing to the users while not compromising on functionality and easy navigation.



Xxx also developed a module which is compliant with USCIS and other global eFiling processes and makes instant filing possible. The eTracking module was also built simultaneously and seamlessly integrated into the whole solution.

Tangible business benefits delivered:

Efficient Planning

- Enabled the professionals at the firm to plan better across clients by helping track status of cases

Assured Compliancy

- Created automated modules to keep the firm's immigration information and visa guidelines compliant with the fast changing immigration policies in the US and elsewhere

Seamless Transparency

- Enabled clients to access system from anywhere and keep themselves abreast of the status of their cases or any new developments

Better projection

The new attractive web presence with updated immigration data and user friendly access facilitated better projection of the firm, its offering to its prospective client

Why xxx?:

- Best one-stop solution for the US as well as global immigration
- Solutions are proven to offer better control and compliance
- Proven and immediate ROI
- Offers client complete control over their data
- 24*7 Customer Care.
- Anticipation of change and ability to manage the same efficiently.
- Partnerships with leading immigration experts in building their global knowledge base.

About xxx

xxx provides comprehensive, open commerce platforms that electronically enable corporations, law firms and foreign nationals to share valuable information online, process Immigration Petitions faster and stay compliant. The company's solutions increase productivity at law firms and decrease needless "status checking" phone calls from clients. From Case Management and Tracking to Web Design and Content Management, they ensure that a firm's Internet capacities are fully integrated into one complete, seamless online entity. Since 1999, the firm has been successfully providing varied B2B solutions and services to law firms across the U.S. which has enabled them to conduct their immigration case management process electronically.

ROI on solution implementation

Effective planning and better case management

Reducing redundant data and system stress

Better service provided through compliant e-filing made possible by instant updation of the changes in the policies

"We are truly impressed by what the xxx team and solutions could do in terms of streamlining certain processes and bringing new levels of productivity and efficiency to our working. The solution delivered to us significantly eases certain processes and tasks and allows us greater bandwidth to provide that extra value to our valuable clients. Their domain expertise and solution definitely seems superior to anyone else's in the immigration space."

Rami Fakhoury, The Fakhoury Law Group