



BOUTIQUE LAW FIRM HOW AVERY LAW REDUCES CASH LOCK-UP WITH KOLLENO

Introduction

Avery Law stands out in the London's corporate law landscape, specialising in the growth tech sector. Established in 2012, the boutique City law firm has carved its niche, gaining reputation and scale. However, like many expanding legal practices, they found themselves contending with administrative challenges, particularly in overdue bill management.

Challenge

A growing client base brought an increasing number of overdue bills. This meant more hours spent chasing payments and less time focusing on their primary expertise. "Every minute we spent on recovering fees was time away from our clients, and that was a big problem," David Turney, Managing Partner at Avery Law, recalls.

Solution

Seeking a solution, Avery Law chose Kolleno for its seamless integration with Clio, quick results and ease of daily workflow integration.

“Our expansion brought about its own challenges. Overdue bills were topping the list, and we knew we needed to address this immediately.”

David Turney, Managing Partner, Avery Law

The platform offered automation and digitisation of credit control processes, effectively equipping the firm's team with essential tools like automatic personalised payment reminders, intelligent collection strategies and daily to-do lists.

David mentioned, "With Kolleno, it wasn't just about managing receivables. It was about striking the right communication tone, ensuring our client interactions were effective and timely.



“In just three months with Kolleno, we reduced our cash lock-up by 75%. It was transformative, redirecting our focus back to our clients and the business.”

David Turney, Managing Partner, Avery Law

Results

Adopting Kolleno brought about rapid results for Avery Law. Within the first three months, the firm saw a 75% reduction in overdue balances. This was not merely a financial victory; it meant reclaiming valuable time. The team could now redirect focus from administrative challenges to strategic growth, client engagement, and enhancing their services in the tech sector.

As David reflected, "Kolleno didn't just optimise our finances; it helped to amplify our firm's potential and client commitment."

Integration and Adaptability

One of the standout attributes of Kolleno was its seamless integration capability. The platform connected effortlessly with Avery Law's existing systems, including Clio legal software, providing them with real-time visibility into all their receivables, in one single platform.

Beyond just integration, the platform's inherent adaptability meant that as Avery Law grew and its needs evolved, Kolleno was right there with them, flexing and adjusting to ensure their finance operations remained smooth and efficient.

Conclusion

For Avery Law, Kolleno was more than just a debt collection tool; it was a strategic partner. By addressing challenges head-on and leveraging a client-centric approach, the firm was able to streamline their operations, improve cash flow, and achieve greater focus on their core mission: delivering top-notch legal services in the growth tech domain.

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Company Snapshot

Company: Avery Law

Location: London, United Kingdom

www.averylawllp.com

Kolleno.

Partner Name: Kolleno

Location: London, United Kingdom

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