



Philips Dictation Systems

# User Case



## Allsop & Co Increase Client Satisfaction with Digital Dictation

**Allsop & Co, the UK's leading property auction house and a highly respected property consultancy, serves both commercial and residential markets.**

**The firm advises clients on a broad spectrum of matters – from acquisitions, sales and lettings to rent reviews, ratings, valuations and building management.**

### BACKGROUND

Allsop & Co adopted standardised, digital technology from Philips Dictation Systems that enabled partners and staff in the firm's Central London office to handle the large volumes of reports and paperwork generated by its business.

The Philips technology replaced two different, tape-based dictation systems in use by the respective parts of the newly merged firm. This created a more efficient, accurate system that allowed Allsop & Co staff to more easily dictate reports, even while away from the office and send them electronically to secretarial staff for rapid transcription.

### OPPORTUNITY

Already impressed with the flexibility, fast turnaround, recording quality and other benefits of Philips SpeechMike Exec software combined with Philips Digital Pocket Memo handheld voice recorders, Allsop & Co recently sought to take advantage of the latest advances in digital dictation and transcription systems.

Specifically, the firm wanted to incorporate encryption of voice files – an important security measure when handling large property transactions in a highly competitive real estate market – as well as enable its transcriptionists to receive automated notifications via e-mail as soon as a new sound file enters the system.

Allsop & Co partners also saw the potential for cutting-edge dictation technology to deliver even greater efficiency and productivity gains across the entire firm by reducing the amount of time secretaries spend on transcriptions so they can take on additional duties.

### KEY ISSUES

- How to replace tape-based dictation system
- How to migrate to a digital system that would provide electronic records and enable staff to work remotely
- How to increase security of voice files and automate dictation processes
- How to lower costs and increase overall office efficiency

# PHILIPS



## SOLUTION

Allsop & Co upgraded its four locations to the new Philips SpeechExec Pro Dictate 7255 and SpeechExec Pro Transcribe 7257 software packages. This technology provides more than 200 expanded features for the firm's partners and staff, yet the new system has required little to no additional end-user training.

"The transition to SpeechExec Pro has been extremely smooth," said John Carter, senior surveyor at Allsop & Co. "We really don't have to work any differently than we did before, but our employees are now able to manage their dictation and transcription tasks much more efficiently and flexibly."

Philips SpeechExec Pro Dictate 7255 gives Allsop & Co. partners the choice of either dictating directly into their PC using Philips SpeechMike Exec equipment or saving their recordings on a handheld Philips Digital Pocket Memo (DPM) device. Philips DPMs use exchangeable Multi media cards with 10hrs in standard play mode and 15hrs in long play mode of recording capacity and a USB cable for downloading data to the SpeechExec Pro software. Users can then organise their recorded content for easier reference, apply indexing to highlight which passages should be transcribed first, and securely upload the sound files to the Allsop & Co network server or send them via e-mail.

Secretaries receive an automated notice in their e-mail inbox when a new sound file is available for transcription, so they no longer have to stay logged into the system and stay alert for incoming dictation jobs. They can quickly and easily filter the contents of a recording with SpeechExec Pro Transcribe to find specific passages, such as a partner's notes on a particular client or property, rather than having to manually fast-forward or rewind through an entire analogue tape.

The new system encrypts the contents of a recording for greater security when sending files in e-mail. Philips SpeechExec Pro also marks each file with the date and time it was created, enabling Allsop & Co to automatically archive its recordings on a seven-day cycle. This helps keep staff members' e-mail boxes and the firm's servers from getting clogged with large, outdated files.

## RESULTS

Newly transmitted sound files are automatically routed to whichever secretary is available, which helps balance the staff's workload and ensure high-priority projects get handled quickly. Allsop & Co partners can check on the status of a transcription project by logging into SpeechExec Pro, which saves time that might otherwise be spent phoning individual secretaries for an update.

"I now have more complete management information at hand to help me make faster and better-informed decisions on where to route incoming work," said Claire Smith, senior secretary at Allsop & Co. "The flexibility of Philips software also makes it easier for me to ensure that the most important jobs get done first."

## SUMMARY

Allsop & Co has seen an overall increase in efficiency and client responsiveness since it extended the latest Philips dictation and transcription tools to all employees.

"Given our successes with Philips technology over the past six years, we knew that upgrading to SpeechExec Pro and expanding our system throughout the firm would give us even more of an edge on our competition," John Carter said. "The ability to capture and transmit notes in a digital form allows us to respond faster to clients and complete their contracts in less time. The more satisfied our clients are, the more likely they are to come back to us and recommend us to others."

## CRITICAL SUCCESS FACTORS

- Superior sound quality providing quick and accurate transcription
- Document organisation and automation greatly improved
- Better workflow management and improved productivity with ability to work remotely
- Enhanced security of voice files via encryption
- Improved overall efficiency contributing to increased client satisfaction

