

## [Vonage gUnify Clio Connector Helps to Track Calls for Mobile Lawyers](#)

*gUnify Clio Connector is built to allow attorneys to access data, manage documents, make calls, and update CRM from any device at any time*

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By Ed Silverstein

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Mobile technology has never been more important for lawyers than today. One new example comes from Vonage, which now offers users integration with Clio via the gUnify middleware product. The new offering allows for streamlined business practices and improves efficiency and productivity for the legal sector, Vonage said.

“Vonage gUnify Clio Connector helps legal professionals and law firms track calls made from all desk phones, soft phones and mobile devices,” Crisantos Hajibrahim, senior director of business development at Vonage, told LegalTech News. He further explained, “It assists with reporting and billing to ensure accurate accounting for current clients and new inquiries. Since the Vonage gUnify Clio Connector resides in the cloud and provides a direct course for inputting data and accessing it from any device at any time, lawyers do not have to waste time downloading or installing software.”

Typically, attorneys and other professionals record every call with a customer or prospect. “However, the traveling lawyer may not have the time – or the memory – to log everything into the CRM tool and/or the billing system,” Hajibrahim said. “Fortunately, through a cloud-based unified communications solution, all logging can occur automatically as the lawyer’s mobile device or computer synchronizes with business applications. This increases the accuracy of CRM data and billing information, while also helping to boost overall efficiency; employees can dedicate resources to serving customers or prospects instead of performing time-consuming administrative tasks.”

Through gUnify Clio Connector, the company said, attorneys can access data, manage documents and make calls from any device at any time. gUnify Clio Connector also can update the CRM tool in real-time, from a desk phone, softphone or mobile device. And if an attorney takes a call from a desk phone and needs to switch to a mobile device, the Clio Connector allows a transition without interrupting the call or alerting the client on the other end of the line about the switch.

Also, to remain competitive, lawyers look to increase profitability by tracking legal spend while maintaining accuracy needed by corporate legal departments. “One way this is made possible is through seamless integration of various communications services, Clio and other CRM tools, as well as email, instant messaging, voice and video,” Hajibrahim said.

By using unified communications solutions that integrate calls with a CRM system, legal professionals are able to immediately log and track all client interactions from any device and accurately report all client interactions without using additional billable hours manually recording this information, according to Hajibrahim.

“By cutting down on admin time, lawyers can increase productivity by focusing on strategic tasks and client counsel that will benefit their clients and the firm,” Hajibrahim added.