

case study

Ansons

Ansons is a leading firm of solicitors in Staffordshire with offices in Cannock and Lichfield. Residential conveyancing has been a core worktype for many years, with the firm focusing on the delivery of a good value, high touch conveyancing service for local people.

With the firm holding Lexcel accreditation, Investors in People and the Conveyancing Quality Standard mark, it is clear in its commitment to quality and client service that Ansons saw in ETSOS the opportunity to make further improvements in these areas.

ANSONS
Solicitors

Ansons provides a complete range of legal services and has gained a positive reputation by consistently providing insightful legal advice in a friendly and approachable way.
Cannock – 01543 466660
Lichfield – 01543 263456
www.ansonsllp.com

The rationale

Head of Residential Conveyancing Julie Tomasik comments, “The first thing to say is that we were not actually looking to change our search provider. Having spent many years in the profession, I have probably used most of the companies out there and it is rare you come across a compelling reason to shift provider. We were happy at the time, with no real intention to move, until we saw ETSOS and its quotation and referral system. We had

always been responsive to enquiries for conveyancing costs but we recognised that calculating quotes manually was quite time consuming. It also put the onus on clients having to call in and ask for a quote. Today people want things now, so we saw the quotation module as a way not just to speed up the process from our side but also to empower clients and enable them to get quotes on demand via our website. Thankfully, the core ordering platform also impressed us, so the decision was easy to make.”



Ansons, Head of Residential Conveyancing
Julie Tomasik

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The experience

“We firmly believe that ETSOS has helped us raise our game even further. Providing a quick response makes a big difference in a local marketplace. The ability to embed the quotation module on our website, allows clients to get their quotes when they want, 24/7. The transparency and professionalism of the quotes generated has also had a positive impact on conversions, with the firm’s branding and clear detail helping to reinforce that quality image. For callers in person or those ringing in, we also use it to generate a fully formatted quote in less than a minute – in fact, for callers ringing in, the quote usually lands in their email inbox before they finish the call. That

gives them confidence that we will bring the same care and quality levels to handling their house purchase or sale.

It is also fair to say that while it would be easy for the ETSOS technology to steal the show, the ETSOS account managers are another supremely important part of the equation for us. They are

like an extension of our own team. Queries and delays are inevitable, we know that, but it is how they are handled that makes the difference; the account managers are so knowledgeable, friendly and helpful, and they are firmly in our corner.”



The difference

ETSOS has created a system that, while sitting a little apart from its core search platform, has met a long-standing need for conveyancers, this ability to automate and

transform the business development process. Our lives can be frenetic so I applaud ETSOS for making our lives easier in this way.