



ASIA LAW NETWORK

Asia Law Network is a trusted, go-to marketplace where people can easily, securely and affordably consult lawyers with the expertise they require. It is the only marketing platform partner of the Law Society of Singapore. Asia Law Network is the largest network of lawyers in Singapore (more than 30 percent of Singapore lawyers are members), and its extended network includes lawyers from various other parts of Asia Pacific and the world.

Broadened Access
to Legal Services

Fewer Dropped Calls

Improved Cross-Border
Communications

vonage.com



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Asia Law Network Presents a Clear Case for Using Vonage's Voice and SMS APIs

Cherilyn Tan created Asia Law Network, not just for users and lawyers, but also to help equip lawyers with the tools they need to increase internal productivity and heighten external visibility so that they can attract new clients.

Asia Law Network was originally launched for people to request quotes from lawyers for a variety of legal issues. "What we didn't expect was the number of international calls we received," said Tan. "Quite a few inquiries were people who were out of Singapore seeking legal advice in Singapore, and those calls were not working well. There were issues with call fidelity, and the connections often dropped — which is not acceptable for discussions about confidential matters and legal advice. We knew we needed a solution for this problem."

“Since we revamped our system using [Vonage] APIs, we are able to scale our business much faster than we had imagined. [Vonage] is definitely an enabling solution.”

- Cherilyn Tan
Founder & CEO
Asia Law Network

Consistent, Reliable Voice and SMS APIs from Vonage

To remedy the problem, Asia Law Network built a new system based on the government-sponsored Telecommunication Authority of Singapore (TAS) infrastructure, which required integration with APIs. After reviewing and testing Voice and SMS APIs from a variety of vendors, Asia Law Network chose Vonage's APIs to enable clients to connect with lawyers outside of Singapore without any compromise to their communications.

RESULTS

Significantly Fewer Dropped Calls and Improved Cross-border Communications

Now, more people across Asia are turning to Asia Law Network for legal help. “We have calls coming into Singapore law firms from over 15 countries,” said Tan. “Since we revamped our system using [Vonage] APIs, we are able to scale our business much faster than we had imagined. [Vonage] is definitely an enabling solution.”

SMS-Powered Appointments

Today, the process of finding a lawyer via the Asia Law Network is simple and quick. When people access Asia Law Network's site seeking help, they can review information about available lawyers and assess the best option for their needs. Next,

they select several convenient times they are able to talk and submit this information. They receive an SMS, powered by the Vonage API, that thanks them for their orders, informs them that the lawyer will respond within 48 hours, and provides the exact time of the consultation and further details.

The lawyers also receive an SMS that provides them with the consultation order information and allows them to accept or decline the appointment. When a lawyer accepts a particular time slot, he or she receives confirmation through another SMS that confirms the appointment. The lawyer also receives an SMS reminder before the scheduled call.

At the time of the call, the Asia Law Network platform uses a Long Virtual Number to bridge the two parties so they can confer. The connection is made through Vonage's Voice API, and it uses the Voice Proxy feature to mask the actual phone numbers of both parties, protecting their privacy.

With the help of Vonage's APIs, this system makes access to high-quality legal help possible in a region where, until now, legal services were available to only 10 percent of the population.

“We wanted one company with which we can continue to work well for a long time to come. We chose [Vonage], and we are very satisfied with the results,” said Tan.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.