

## Success Story:

# Legal Aid of Arkansas

Legal Aid of Arkansas (LAA) is a local nonprofit organization that provides free legal services to low-income Arkansans. The firm provides advice and representation for legal issues involving family law, consumer law, tenant law and many other non-criminal matters. Legal Aid of Arkansas has provided assistance for more than 36,000 clients and family members recovering more than \$3.1 million in damages. The organization is headquartered in Jonesboro, AK, with 14 satellite locations throughout the state.



## Challenge

The increasing competition for a limited pool of charitable funds is pushing many nonprofits into revenue-generating activity and consolidation of operations. Visionary nonprofit organizations are turning to advanced IP communications as a way to cut costs and increase employee and volunteer productivity. Legal Aid of Arkansas was in need of a business phone solution for employees and volunteers that was both functional and cost effective. Since their multiple corporate office locations acquired new clients regularly, Legal Aid of Arkansas needed a provider capable of equally rapid expansion that wouldn't exhaust the organization's resources.

Andrea Walker is the HelpLine Managed Attorney at Legal Aid of Arkansas located in Jonesboro, Arkansas. Andrea, along with a team of dedicated staff and volunteer attorneys, works diligently to administer legal aid to low income clients. "The work of legal aid secures tangible income benefits for people who are living on the edge economically and protects their housing, health, education, and employment," said Andrea.

One of the most challenging aspects of legal aid work is to increase the impact of limited funds to provide help to as many people as possible. Operational costs for LAA, which include both telephony and technology services, comprise almost 20% of the total annual budget. Andrea realized the importance of employing the creative use of resources and innovative solutions to effectively stretch their dollars.

“[GoTo Connect] allows us to expand to new locations very quickly. In fact, we don’t even worry about the phone system being able to handle our size. We just move forward and they’ve been ready to scale every time.”

**Andrea Walker**  
HelpLine Managed Attorney,  
Legal Aid of Arkansas



## Solution

Legal Aid of Arkansas selected GoTo Connect to meet their complicated telephone system requirements. GoTo Connect has easily scaled to meet the needs of LAA’s expanding operations. Even with several sites, LAA has their calls route seamlessly regardless of geographic location.

“We consider ourselves one law firm with 14 locations,” explained Andrea. “What’s easier than dialing a 4-digit extension and reaching a co-worker or your dedicated workgroup conference bridge?” LAA also opened 5 additional satellite locations this year. Employees were able to keep their same extension, even when they moved across the state. GoTo Connect enabled LAA to keep their costs down while not sacrificing important features that allow the organization to run smoothly.

Andrea also utilizes the Call Queues functionality provided by GoTo Connect. LAA has 4 separate Call Queues for their Advocates. These queues route callers based on language, time in queue, geographic location, and other custom factors. Advocates can be logged into one or multiple queues simultaneously, ensuring that each call is answered by the appropriate representative as quickly as possible. Multiple Queues, Auto Attendants, and many other advanced PBX features come standard with GoTo Connect at no additional cost.



## Results

Since moving to GoTo Connect, Legal Aid of Arkansas has been pleased with the ability they have to grow with corresponding demands while keeping costs down. GoTo Connect provides unmatched ease in scalability, and that was exactly what Andrea and Legal Aid of Arkansas needed.

Grow your organization while keeping costs down with GoTo!  
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