



## CASE STUDY

### **American Immigration Lawyers Association**

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Serving more than 11,000 attorneys and law professors who practice and teach immigration law, the American Immigration Lawyers Association (AILA) provides and manages a host of online resources related to continuing legal education, legal research, professional services, and expertise through its 36 chapters and more than 50 national committees. When AILA sought a help desk partner to support its Web-based AILALink immigration law library, the association turned to The Lawyers HelpDesk. What began as help desk assistance for a CD-based desktop reference has evolved into support for an online version that now serves a user base of 1,400 and growing.

#### **Going beyond traditional help desk support**

For AILA's membership, quick access to immigration case law and other information can mean the difference between winning and losing. The Lawyers HelpDesk's dedicated team of seasoned technicians delivers navigation and usability help that consistently exceeds end-user expectations. "Because the technicians are so accustomed to the information contained on the site and how to navigate it, they are uniquely positioned to steer members to the material they need quickly and effectively," said Tatia Gordon-Troy, Esq., Director of Publications.

The Lawyers HelpDesk's intimate understanding of the diverse AILA membership base has resulted in first call resolution rates above 70 percent. A deep familiarity with the AILALink site, its features and its end-users' habits has enabled The Lawyers HelpDesk technicians to effectively recognize trends and alert AILA to potential site improvements. "Because they deal with attorneys every day, The Lawyers HelpDesk's familiarity with the navigating the tools and information contained on the site results in tremendous efficiencies for our members," said

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Gordon-Troy “The Lawyers HelpDesk team’s unique understanding of AILA has resulted in fast and reliable access to the legal information our members need,” said Tatia Gordon-Troy, Esq.

**An intimate understanding of member needs drives results**

The Lawyers HelpDesk understands that the typical AILALink end-user requires a combination of technical support and information retrieval assistance. A deep understanding of AILA’s broad base of legal professionals has enabled The Lawyers HelpDesk to proactively troubleshoot issues and provide the first line of defense for any infrastructure, navigation or search-related challenge.