

CUSTOMER STORIES

Clifford Gouldson Leverages Lexis+ AI to Outshine Big City Rivals!

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Background

Clifford Gouldson is a prominent law firm located in Toowoomba, Queensland, with additional offices in Brisbane and the Sunshine Coast and a dedicated team of around 20 lawyers and 20 support staff. Established in 2006, the firm has carved out a niche by specialising in workplace, litigation, construction, property, business & corporate advisory, intellectual property & technology, export advisory and estate law.” distinguishing itself from metropolitan competitors with outstanding customer service and a commitment to delivering high-quality legal services tailored to its regional clients’ unique needs.

Managing Director Ben Gouldson, who also oversees the firm’s financial operations, recognised early on the importance of integrating technology to enhance efficiency and client service.



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BEN GOULDSON
MANAGING DIRECTOR

CLIFFORD GOULDSON
LAWYERS



Challenge

Before implementing Lexis+ AI, Clifford Gouldson faced several challenges that hampered its productivity and effectiveness. One major issue was the cost associated with legal and associated research software. Ben noted that with multiple providers, funding was always a concern and ensuring that the firm was fully utilising the software they invested in became an ongoing challenge. Additionally, the firm struggled with using disparate systems, which led to inefficiencies and frustration among staff. Ben explained that staff accustomed to different platforms found it difficult to unify their approach, further compounding their resource management issues.

Training and integration posed another hurdle, as junior lawyers often relied on senior practitioners for guidance, distracting them from their core responsibilities. This reliance slowed down workflow and limited the growth and development of junior lawyers.

Being based in Toowoomba, the firm faced challenges related to access to resources and expertise compared to larger metropolitan firms. This geographical limitation made it imperative for Clifford Gouldson to find a solution that could level the playing field.

Solution & Outcomes

In response to these challenges, Clifford Gouldson turned to Lexis+ AI, a comprehensive legal research platform designed to transform legal work with increased efficiency and accuracy. The firm quickly began to benefit from the key features of Lexis+ AI, including conversational search, drafting and the ability to upload and summarise cases and documents.

Lexis+ AI consolidated all research tools into a single, user-friendly interface, allowing the entire team to access necessary resources without the hassle of switching between multiple systems. The unified platform also fostered better communication among regional offices, enabling lawyers to share insights and resources easily, which led to a more cohesive work environment. “The single platform was a game changer for us,” Ben remarked.

The speed of Lexis+ AI significantly reduced the time lawyers spent on research. “We can now identify legal issues much faster, allowing us to focus our efforts on solving problems and value adding with our clients rather than searching for answers,” Ben noted. The intuitive design of the platform also made it easy for lawyers of all experience levels to navigate, which Ben highlighted as a crucial factor in boosting junior staff’s confidence.

Lexis+ AI helped facilitate the onboarding process for new lawyers, enabling them to become productive much sooner. “New staff often relied on senior practitioners for guidance, which distracted them from their core responsibilities,” Ben added. This reliance slowed down workflow and limited junior lawyers’ growth and development. **“Junior lawyers can now solve issues independently, which has boosted their growth and development within the firm. Senior practitioners and junior lawyers still engage but do so at a much higher level, thus delivering better outcomes for our clients,”** Ben stated.

Within just a few months of implementation, Clifford Gouldson saw a remarkable 49% increase in the usage of legal research across the firm, empowering lawyers to take charge of their research needs and reducing dependency on senior practitioners.

The implementation of Lexis+ AI resulted in significant improvements for Clifford Gouldson, transforming the firm’s operations and enhancing overall productivity. Ben has observed that he now saves one-third of the time he would typically spend on legal research, allowing him to focus more on client relations, strategy development and matter tactics and team development. **“The benefit of Lexis + AI is getting to the core of the issue faster, and then being able to focus the trained legal mind on solving the problem.”** Ben shared. “We now have more time to focus on our clients and on developing our team which is crucial for regional firms who strive to attract and retain top legal talent.”

“Our clients have been impressed by our early adoption of the Lexis + technology, cementing their belief their legal service provider is at the cutting edge of available technologies to deliver legal services efficiently and accurately. The firm also experienced a cultural transformation, with junior and more seasoned lawyers taking more initiative in their work. “It’s refreshing to see our team members, even those in the later stages of their career, engaging with the platform and excited about their work,” Ben added.

Lexis+ AI has become an integral part of Clifford Gouldson’s operations. Ben stated, **“It’s hard to imagine practicing at our current pace without Lexis+ AI. It’s now critical for our success.”** Clifford Gouldson’s experience with Lexis+ AI highlights how a generative AI legal research solution can overcome regional challenges and enhance operational efficiency. By embracing technology, the firm has positioned itself for continued growth and prosperity in a regional setting.

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