

## CUSTOMER STORIES

# Lexis+ AI™ Powers Exponential Growth at Whitehall & Associates



### Background

Founded in 2024, Whitehall & Associates has quickly become one of Australia's leading personal injury law firms. Committed to building strong, long-term client relationships founded on trust and reliability, Daniela Anicic, soon to be a Principal at Whitehall and Associates, is redefining legal service delivery, particularly in institutional abuse law. With a background in handling complex client needs, Daniela emphasises consistent client interaction as a cornerstone of the firm's practice. Starting with just a computer and a desk, she has built Whitehall & Associates from the ground up, achieving significant growth in just its first year.



### Challenge

At its inception, Whitehall & Associates faced the challenge of establishing its institutional abuse practice from scratch. As a small firm, it had limited access to comprehensive legal databases and tools that could streamline operations and improve efficiency.

As Whitehall began to branch out into new practice areas like product liability and Australian consumer law, Daniela needed to quickly familiarise herself with these fields. The absence of a robust support system made it difficult to meet the growing demands of clients and establish a reputation in new areas of law. Daniela recognised that to elevate the firm's capabilities and better serve their clients, they needed a transformative solution.



### Solution & Outcomes

In June 2024, Whitehall & Associates implemented Lexis+ AI, a decision that would redefine its operational efficiency and client service capabilities. Having previously used LexisNexis® legal research platforms, Daniela was impressed by LexisNexis's strong reputation and the depth of its legal resources. She stated, "Lexis+ AI is exactly what we need. It has the most comprehensive database behind the AI platform, and it's a trusted, established product." She further emphasised, "AI is now a pivotal development in our profession. You either adapt and evolve or fall behind."

The introduction of Lexis+ AI facilitated the swift development of legal precedents critical to the firm's practice areas. Daniela utilised the platform to draft complex legal documents, such as notices of claims and submissions, which would have otherwise taken considerable time and effort.

When Daniela was asked to represent a large client in a commercial matter, she noted, "I had never worked in that area of law before. Without Lexis+ AI, I wouldn't have known where to start my research." With tight deadlines for a 220-page submission, Lexis+ AI provided the foundation needed to secure a \$70,000 case—three months of work in one pivotal engagement.



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DANIELA ANICIC  
ASSOCIATE

 **WHITEHALL**  
& ASSOCIATES



**LexisNexis®**



*Every minute saved allows us to deepen client engagement, which I consider our X Factor.”*

As the firm rapidly expanded, Lexis+ AI proved invaluable to the growing team. Junior lawyers gained immediate access to high-quality legal AI resources, allowing them to contribute effectively from the outset. “They have access to the best legal database with LexisNexis, which is unparalleled in the industry,” Daniela remarked. The platform enabled junior solicitors to leverage AI-generated research and precedents, optimising billable hours while serving as a powerful learning tool. “I’m now maximising my time through my two young lawyers, boosting their billable hours early in their careers while also providing mentorship through real-world application.”

The firm’s growth has been exponential, with Daniela acknowledging, “We’re growing faster than anticipated, and LexisNexis is helping us become more efficient while scaling our practice.” Lexis+ AI has enabled Whitehall & Associates to expand its operations while maintaining high standards of legal accuracy and client care.

The impact of the AI platform on Whitehall & Associates is undeniable to Daniela, “Access to Lexis+ AI saves me approximately 5 to 10 hours of research and preparation time each week.” The firm has reported a significant increase in billable hours, with junior lawyers able to contribute effectively from day one. “Our team now spends more time on substantive legal work that can be billed.” Lexis+ AI has enabled the team to focus more on strategic, high-level thinking while dedicating additional time to supporting their clients when they need it most.

Beyond research and legal document drafting, Lexis+ AI has enhanced Whitehall’s client engagement strategies. Daniela and her team utilise the AI platform to draft articles and content for the firm’s website, positioning

Whitehall & Associates as thought leaders in their practice areas. This strategic use of AI has strengthened the firm’s reputation as a responsive and knowledgeable legal service provider.

Client feedback has been overwhelmingly positive, with clients appreciating the firm’s timely responses and in-depth legal insights. Daniela proudly emphasises, “Every minute saved allows us to deepen client engagement, which I consider our X Factor.”

The success of Whitehall & Associates demonstrates how Lexis+ AI has transformed a growing law firm into a dynamic force in the legal field. By prioritising client engagement, leveraging cutting-edge technology, and fostering a culture of innovation, Daniela and her team have established a solid foundation for their practice while setting new benchmarks for excellence in client-centered legal services.

Daniela’s journey—from a single desk to a thriving law firm—illustrates the transformative power of Lexis+ AI in overcoming challenges and driving remarkable growth.



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