



## Who is Plain Concepts?

Plain Concepts is a global Microsoft Gold Partner founded in 2006, with offices in Europe, USA and UAE.

- Customers include Aegon, ASISA, Santander, CaixaBank, BBVA, EVO Bank, GroupM and Slater & Gordon.
- We build comprehensive data solutions, which span across data modernization and analytics, artificial intelligence, front-end and line of business application development, cloud devops, as well as augmented reality and IoT.

## Plain Concepts and Legal Services

Plain Concepts has been helping law firms gain competitive advantage through digital transformation and data analytics, increase bottom-line by maximizing lawyers' productivity, increase profitability per matter, automate tasks, reduce need and cost of paralegal work, as well as add value to their clients by optimizing legal services processes.

Here are a few examples:

- **Accelerate internal business processes:** availability of all data to relevant business units.
- **Reduce your operation costs by using Bespoke AI-based Legal processes:** automate the decision points in your workflows with constantly updated forecasts (settlement figure, time to close, etc...) and classifications (SCT, FT, MT), customer segmentation, selection of lead cases using genetic algorithms, etc.
- **Generate new revenue streams with B2B services:** your models are too good to keep them in a safe; we can support you by monetizing your ideas in the form of externally shareable services, with security, regulatory compliance and cost attribution mechanisms.

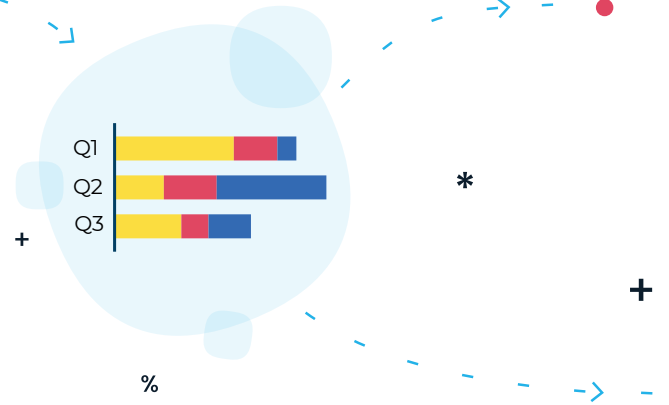
# Legal Services

- **Ensure the Regulatory Compliance of your Company:** with the new regulatory frameworks come new challenges, such as the customer privacy and "right to be forgotten" aspects of the GDPR. At Plain Concepts, we are experts on improving existing systems to adapt to these challenges, and our own Data Platform provides support for these scenarios out of the box, integrating with your existing CMS and third-party systems.
- **Improve Customer Experience and Engagement Strategy:** a modern user portal and mobile app will allow your customers to assess the progress of their claims and cases, upload the required information, be notified of any event they need to act on, answer surveys and provide sensitive information such as pay-out details and health records. Additionally, this will help build an engagement strategy, allowing your customers to live outside the CMS and to expand their interaction areas with you via surveys, digital content, etc. This portal can also be used to share with your customer all the information your firm knows about them, and also allow them to request the deletion of certain personal data sets, helping with the compliance challenges previously described.
- **Video and audio transcriptions:** whether it is at court, testimonials or interviews, the right set of tools to extract and process content from the



audio streams is an invaluable tool for helping paralegal and fee earners with discovery processes.

- **Chat bots to help users** (both customers and employees) with technical incidents, procedures and general queries, such as the status of a case.
- **Support HR by improving the candidate selection process:** with an automated analysis of profiles, the process can be speed up and the rate of quality hires can be increased.
- **Support Knowledge Management and eDiscovery processes.**
  - » *Clause extraction:* identify similar clauses in documents, and extracting anomalies, expiration dates, etc.
  - » *Semantic Search:* while traditional search engines perform their operation by direct comparison of words and synonym look-ups, AI enabled semantic search models allow to search the whole corpus by semantic proximity inferred from the law firm document repository, retain the relationship between the terms, and improve the search accuracy.
  - » *Automated document tagging* for text, voice, video and picture data assets.
  - » *Video and audio transcriptions* for helping paralegal and fee earners with discovery processes.
- **Use AI to draft contracts:** an intelligent system embedded in *Word* can understand what the user is writing and suggest which documents might be useful for reusing content from the knowledge base and enriching it.
- **Analysis of information:** using AI for due diligences can provide a tree of relationships with the most important elements. Understand at a glance which documents and in which chapter the needed topic is discussed.
- **Extracting information with AI:** by eliminating tedious tasks in which a paralegal/lawyer has to



read documents to extract IDs, Names, Addresses, CIF, etc.

- » *Access the customer's history,* being able to evaluate proposals made, results, profitability, billing, collections.
- » *Detection of items created by lawyer* that proposed to the knowledge management team that the document can serve as a best practice, repeatable document set.
- » *Automatic redaction* of these extracted elements, like addresses, phone numbers, etc.

## Resources

Together with Microsoft, we hosted a webinar, exploring how legal firms can leverage Data, and embrace Digital Transformation. Link to recording can be shared upon request.

## Next steps

Next steps you can take with Plain Concepts if interested:

### ► Data Strategy Workshop

Two hour ideation session with our Principal Data Architect, to understand your needs, and outline potential solutions.



### ► Data Architecture Assessment

One day technical workshop, to conduct a health check of the data estate infrastructure, quality, and integrity; take-away with guidance on next steps.



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the meaning of technology