

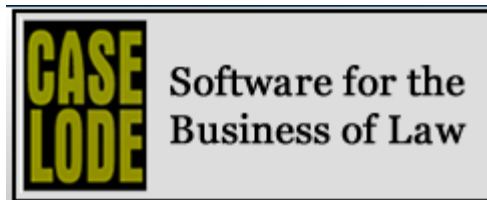
LEGALRELAY.COM

Make your world work.

# CUSTOMER EXPERIENCE SURVEY<sup>SM</sup>

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## CASELODE FINANCIAL MANAGEMENT



Morningstar Technology  
Post Office Box 622  
Simpsonville, SC 29681

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# INTRODUCTION

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## LEGALRELAY.COM CUSTOMER EXPERIENCE SURVEY<sup>SM</sup>

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LegalRelay.com is an online community committed to helping legal and IT professionals achieve greater success in their technology purchases, implementation and support. Legal professionals can post or "Relay" anonymous, candid feedback about whether their legal technology vendors and products truly deliver what they promise.

LegalRelay's goal is to capture directly from customers in law firms and law departments, the essence of the customer experience. This is different from a traditional software feature review. It's also different from a traditional case study. A LegalRelay Analyst speaks directly with active customers about their experience with a particular piece of software to establish whether the software they use delivers the expected business benefits and outcomes.

Ultimately, the benefit of a LegalRelay.com Customer Experience Survey<sup>SM</sup> is to help prospective buyers determine whether or not a software package is suitable for their firm based on the direct experience of peer organizations.

It's important to note that a feature review or comparison is not included in the scope of a LegalRelay.com Customer Experience Survey<sup>SM</sup>. Buyers have a number of ways to determine whether a particular software product has the features critical to their operations, including vendor websites and structured product demonstrations. Most software packages have the requisite feature set and in most cases, they include more features than ever get utilized. It's therefore difficult for any particular product to differentiate itself in a meaningful way based on features alone; in fact, focusing on features often makes the evaluation and selection process more difficult for buyers to navigate.

This is why the LegalRelay.com Customer Experience Survey<sup>SM</sup> instead focuses on the actual user experience.

## METHODOLOGY

Every LegalRelay.com Customer Experience Survey<sup>SM</sup> is the result of interviews with active customers. The survey consists of a series of statements in which respondents are asked their level of agreement with a statement – for example: “This software is easy to learn and use.” Responses range from Strongly Disagree to Strongly Agree and help establish a baseline around which we can assess the experience law firms or law departments have had with the subject software.

Areas surveyed include the likelihood that a customer would recommend the software to a colleague, whether the promised features were available upon installation and whether the firm achieved the expected business benefits such as reduced costs, improved operational efficiency or increased billings. The answers to these questions are aggregated into an overall satisfaction rating regarding the product.

These questions are supplemented by a set of 5 questions designed to elicit a qualitative picture of working with the software and vendor. Questions include best and worst experience, most valuable feature, and things to consider before purchasing the product. Responses to these questions may be quoted directly or consolidated where they overlap or repeat from respondent to respondent.

A LegalRelay.com analyst aggregates the survey responses and develops a report that represents a composite picture of the typical customer experience. Qualitative data is reported at an individual level and aggregated into an overall rating. Inferences are drawn and summarized from answers to the qualitative questions. The sum total of this information constitutes the LegalRelay.com Customer Experience Survey<sup>SM</sup>. Prospective customers can use this report in evaluating the suitability of a particular software package for their law firm or law department.

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## CASELODE FINANCIAL MANAGEMENT

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According to Morningstar Technology, legal accounting software from CaseLode is designed to save law firms money. “By eliminating costly repetition of work and offering a powerful system for monitoring billing, receivables, payroll, and more, CaseLode can improve the overall efficiency of your office. Our law firm accounting software seamlessly integrates with our practice management software to provide a total office solution.”

Morningstar Technology describes CaseLode Financial Management software’s capabilities as follows:

### **Time & Billing**

The time and billing module is a flexible application that simplifies the legal billing process. With law office accounting software from CaseLode, you can accurately track your costs and capture more billable time and expenses.

### **Trust Accounting**

For accurate, up-to-the-minute reconciliation of client trust accounts, the CaseLode trust accounting module is essential. Detailed transaction records and reporting options provide comprehensive information for your staff, clients, or regulatory organizations.

### **Accounts Payable**

The CaseLode accounts payable module provides complete control over your firm's cash flow. This versatile law firm accounting software application helps maximize profits while streamlining time-consuming invoicing tasks.

### **General Ledger**

With the general ledger module, you can quickly analyze the current financial performance and disbursement activities in all of your departments. The flexible system can be set up to match your existing account structure to complement your business needs.

### **Payroll**

Legal accounting software from CaseLode provides a feature-rich payroll module that allows for simplified management of payroll tasks. The application provides instant verification for complete accuracy without the need for tedious calculations and processing.

### **Bank Account Reconciliation**

Easily monitor any number of bank accounts with the CaseLode bank account reconciliation module, which provides a streamlined method for verifying transactions, identifying discrepancies, and account reporting.

### **Additional Features**

CaseLode legal accounting software has additional features to meet the comprehensive needs of your law firm. What's more, our law office accounting software can be customized to your specifications to accommodate supplemental functionality requirements.

CaseLode operates in Windows XP, Vista and Windows 7 environments.

Current Release:                      Date Released:

Established:    1983                      # of Employees:    5

Competitive alternatives: ProLaw, Clio, RocketMatter

# CASELODE FINANCIAL SYSTEM

## LEGALRELAY.COM CUSTOMER EXPERIENCE SURVEY<sup>SM</sup>

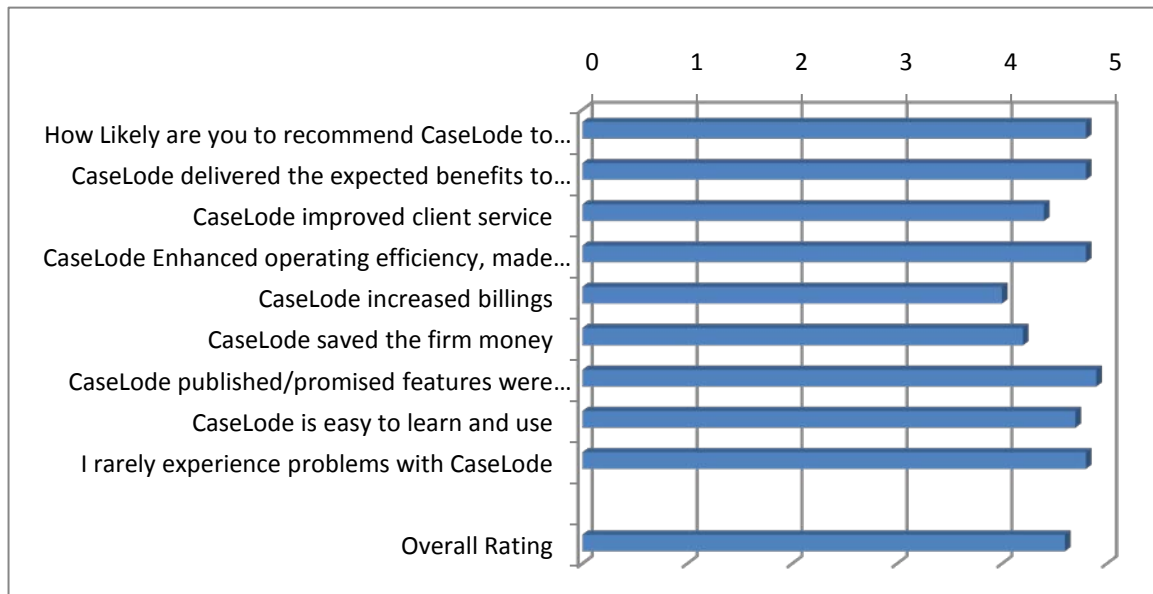
According to Morningstar Technology, CaseLode Financial System is designed specifically for small law firms. While they support several firms in the 25-attorney range, the typical firm that uses CaseLode Financial System has fewer than 10 attorneys.

Morningstar has been selling and supporting CaseLode Financial System since the early 1980's. Current versions of the software operate in Windows XP, Windows Vista and Windows 7 operating systems. According to the company more than 250 firms use the CaseLode Financial System throughout the country.

Survey respondent profiles:

- Respondents all classified themselves as Firm Administration.
- 90% of respondent firms were between 1 to 10 attorneys with 10% reporting between 11 and 50 attorneys.

CaseLode's Customer Experience Survey<sup>SM</sup> overall score was a strong 4.6 on a scale of 5.0. The ratings, consistently high across the survey questions, were as follows:



Detailed discussions of the individual questions and responses to the 5 contextual questions follow, along with a final summary analysis as the conclusion to the CaseLode Customer Experience Survey<sup>SM</sup>.

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## HOW LIKELY ARE YOU TO RECOMMEND CASELODE FINANCIAL SOFTWARE TO A COLLEAGUE?

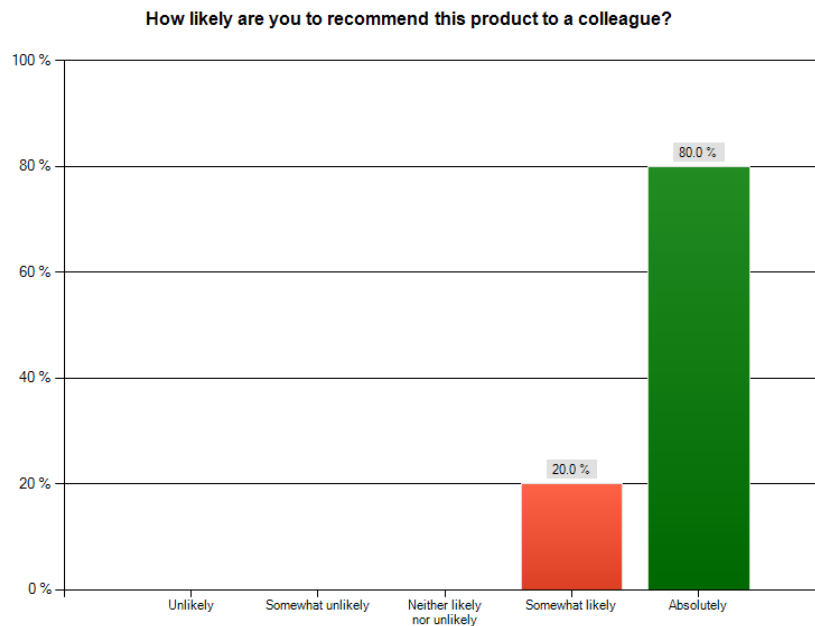
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Because LegalRelay seeks to measure the satisfaction customers' experience using a particular software product and engaging with a vendor, the most important question asked of survey respondents is often referred to as the "Ultimate Question":

### "How likely is it that you would recommend this product to a colleague?"

From a management tool called Net Promoter®, this question is a loyalty metric and drives a discipline for evaluating customer feedback. Developed by Satmetrix, Bain & Company, and Fred Reichheld, the concept was first popularized through Reichheld's book *The Ultimate Question*. It has since been embraced by leading companies worldwide as the standard for measuring and improving customer loyalty.

Recording 4.8 on a scale of 5, Morningstar customers are extremely likely to recommend the CaseLode Financial System to a colleague. 80% of respondents indicated they would absolutely recommend Morningstar's CaseLode Financial System to their peers. 20% indicated they would be somewhat likely to do so.



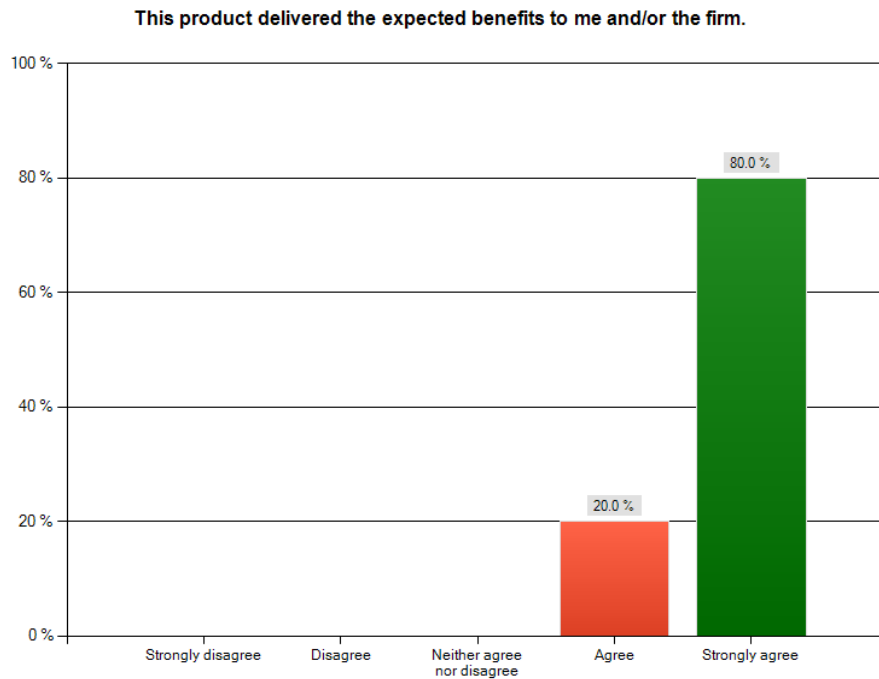
A rating this high suggests an extreme level of satisfaction and loyalty to the product. In fact, the length of time respondent firms have been using CaseLode Financial System is more than 5 years with many customers reporting they have used the product for 10 to 15 years. The combination of a high rating and the longevity of use of the product by respondents is a strong indicator that a firm selecting CaseLode Financial System has a very high likelihood of being satisfied with their purchase and expect to use the software for a very long time.

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**CASELODE FINANCIAL SYSTEM DELIVERED THE EXPECTED BENEFITS TO ME  
AND/OR THE FIRM**

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The next question relates to whether or not the software delivered the expected benefits to the user and firm. In evaluating any software package, this is a critical consideration and an area in which CaseLode Financial System rates very highly, recording 4.8 on a scale of 5 that the software did in fact deliver the expected benefits. 80% of respondents “Strongly Agreed” and 20% “Agreed” that it did so.



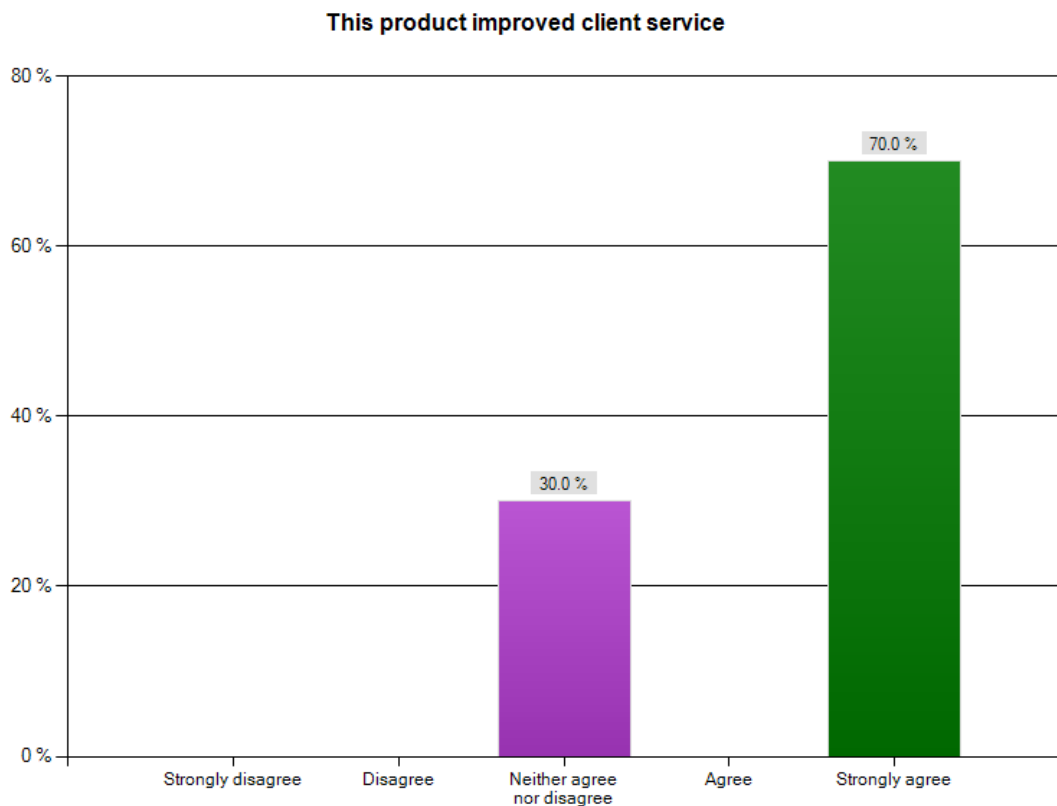


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**CASELODE FINANCIAL SYSTEM IMPROVED CLIENT SERVICE**

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An important consideration in selecting a firm's financial system is its impact on client service. On this measure, CaseLode Financial System scored 4.4 points out of 5. The distribution of responses on this question was 70% strongly agreeing that it positively impacted client service while 30% believed the product had a neutral impact on client service.

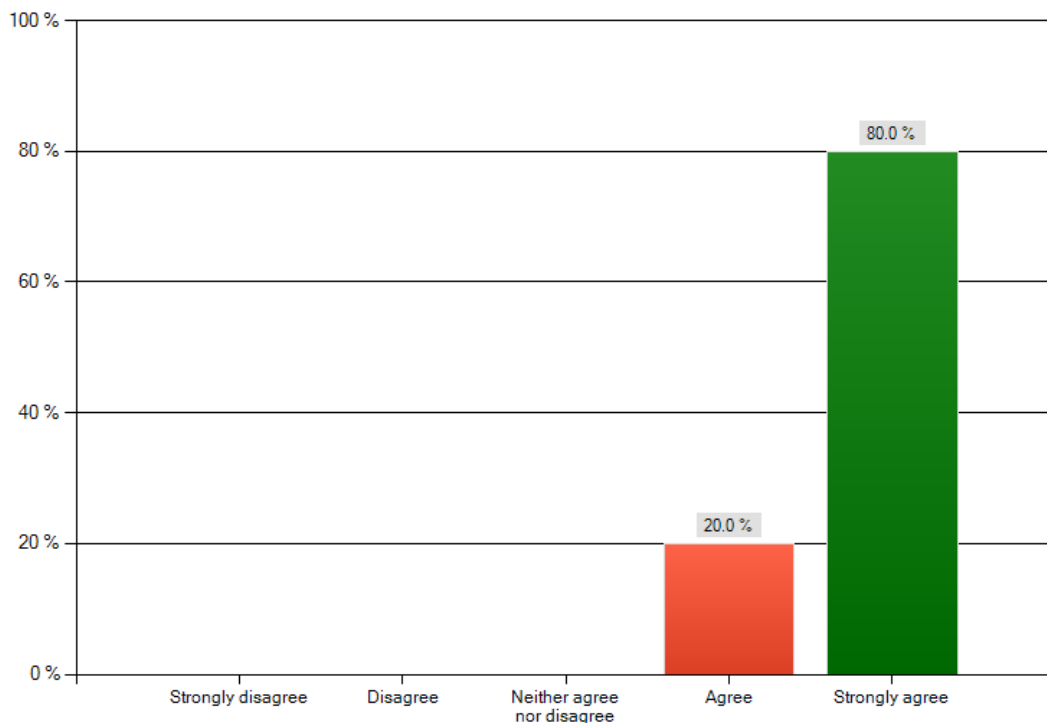


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**CASELODE FINANCIAL SYSTEM ENHANCED OPERATING EFFICIENCY, MADE INFORMATION EASIER TO FIND AND MADE IT EASIER TO GET THE JOB DONE.**

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A primary reason for a firm to purchase software is to automate tasks and processes as a way to streamline their operations, enhance efficiency and reduce costs. This measure is important to firms from several perspectives in that it impacts profitability, headcount, employee satisfaction/retention as well as responsiveness to clients. CaseLode Financial System rates very highly in this measure, recording 4.8 on a scale of 5. 80% of respondents “Strongly Agreed” and 20% “Agreed” that it enhanced operating efficiency, made information easier to find and made it easier to get the job done.

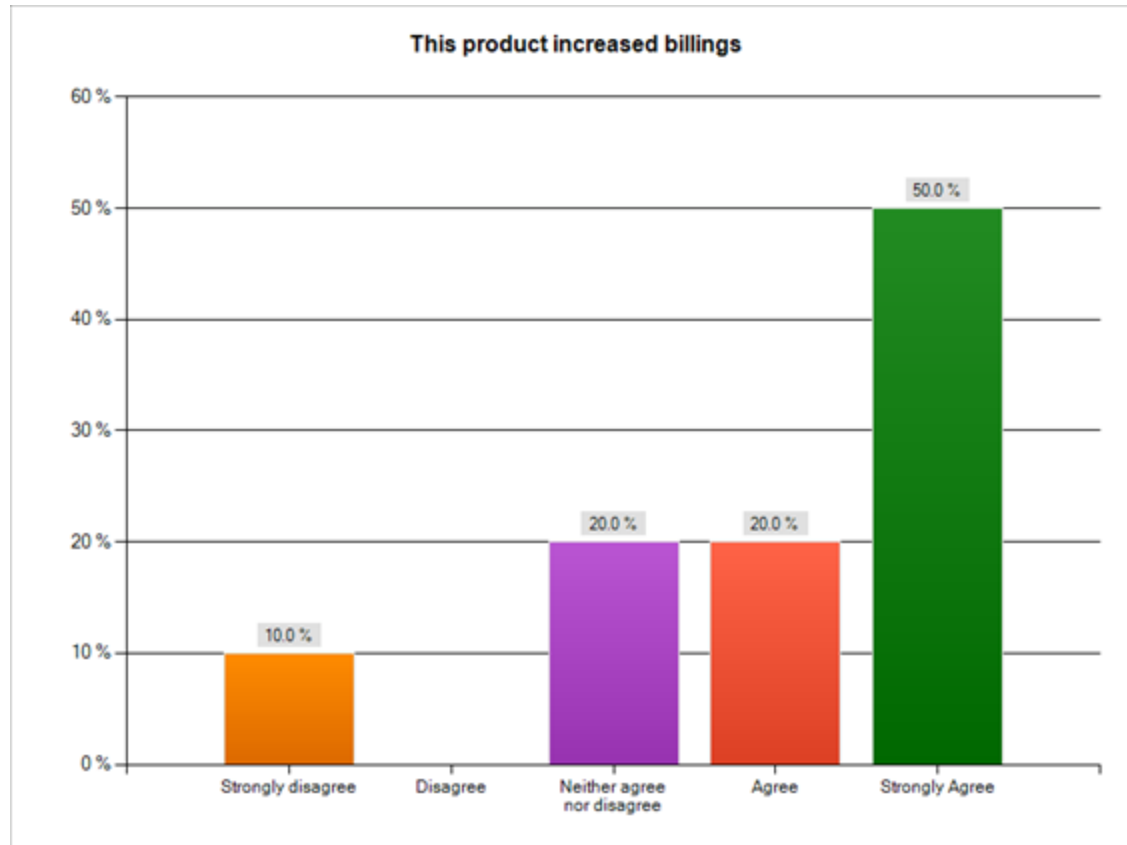
**Enhanced operating efficiency, made information easier to find, made it easier to get the job done.**

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**CASELODE FINANCIAL SYSTEM INCREASED BILLINGS.**

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While a core function of a financial system is to produce invoices, it may not always result in increased billings. CaseLode Financial System rated 4 on the 5-point scale with 70% of customers responding they “Strongly Agreed” or “Agreed” that it helped increase billings. 20% responded that they “Neither Agreed nor Disagreed”. 10% “Strongly Disagreed”. For many firms CaseLode may positively impact their billings.

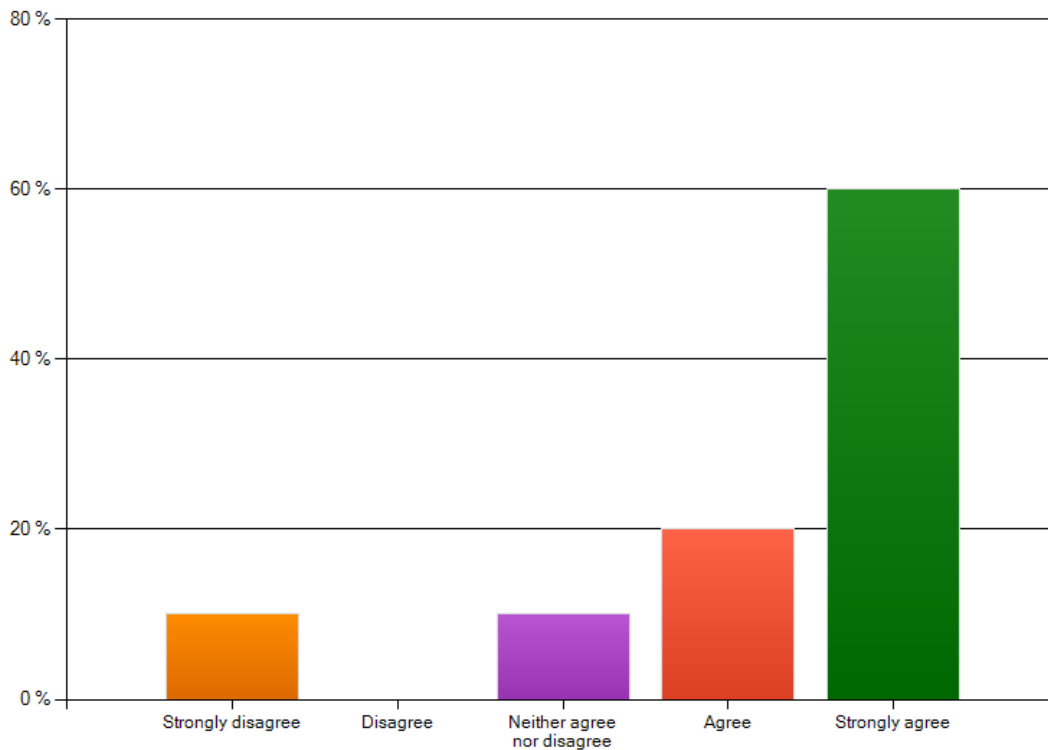


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**CASELODE FINANCIAL SYSTEM SAVED THE FIRM MONEY**

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80% of respondents agreed that CaseLode Financial System saved their firm money. Overall, CaseLode Financial System rated 4.2 on the 5-point scale. 10% responded that they “Neither Agreed nor Disagreed” and 10% “Strongly Disagreed”. For a majority of firms, it appears that CaseLode Financial System can produce cost savings.

**This product saved the firm money.**

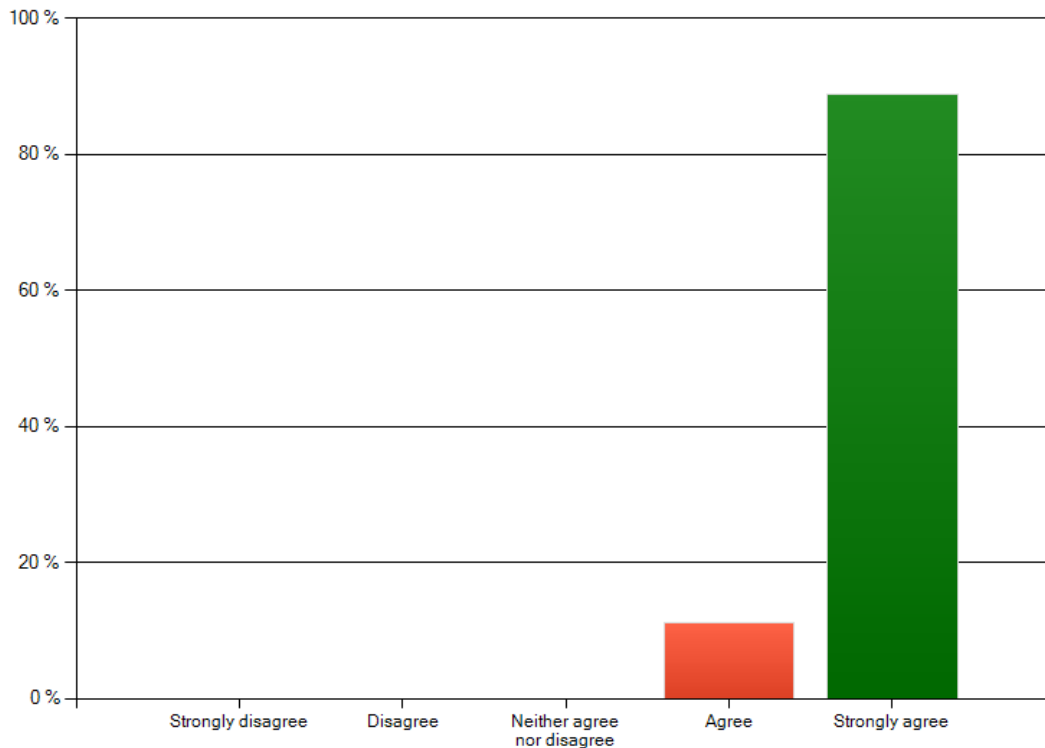
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**ALL THE CASELODE FINANCIAL SYSTEM  
PUBLISHED/PROMISED/EXPECTED FEATURES WERE AVAILABLE ON  
INSTALLATION**

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Feature availability and comparisons are a critical factor in most product selections. It is not uncommon that vendors use product “futures” as a way to persuade a buyer to accept gaps in the existing feature set. Unfortunately, it is also not uncommon that they are delivered late or never successfully delivered. This question hones in on a vendor’s ability to deliver features as promised during the sales cycle. CaseLode Financial System has a 100% favorable rating and all respondents “Strongly Agree” or “Agree” that all the published features were available on installation.

**All the published/promised/expected features were available on installation**



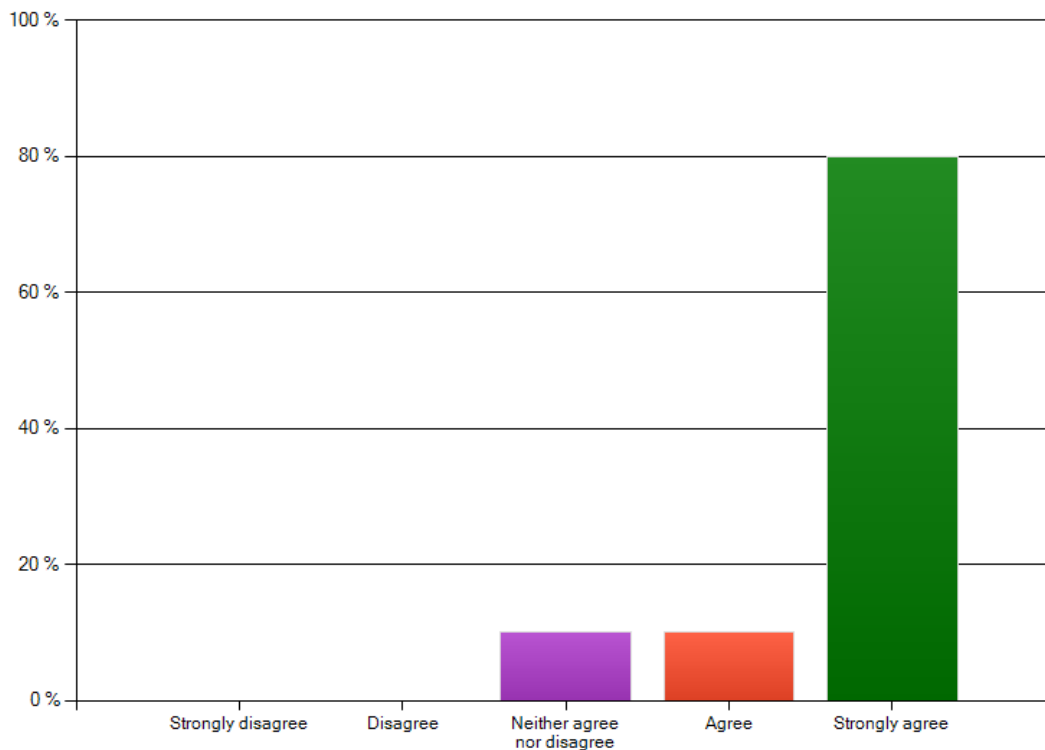
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## CASELODE FINANCIAL SYSTEM IS EASY TO LEARN AND USE

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Adoption is critically important to the success of any technology initiative. Individual users must be able to learn to use the system quickly and understand how to make it part of their daily workflow. A system ranked highly in the easy to learn and use category is much more likely to deliver the expected business benefit over a long period. CaseLode Financial System rated 4.7 on the 5-point scale. 80% responded that they “Strongly Agreed” CaseLode Financial System was easy to learn and use and an additional 10% “Agreed”. The remaining 10% “Neither Agreed nor Disagreed”. Particularly for small firms where there is little infrastructure to support systems and technology, this score is especially important and indicates a high likelihood of successful adoption and use of the product.

### The product is easy to learn and use.



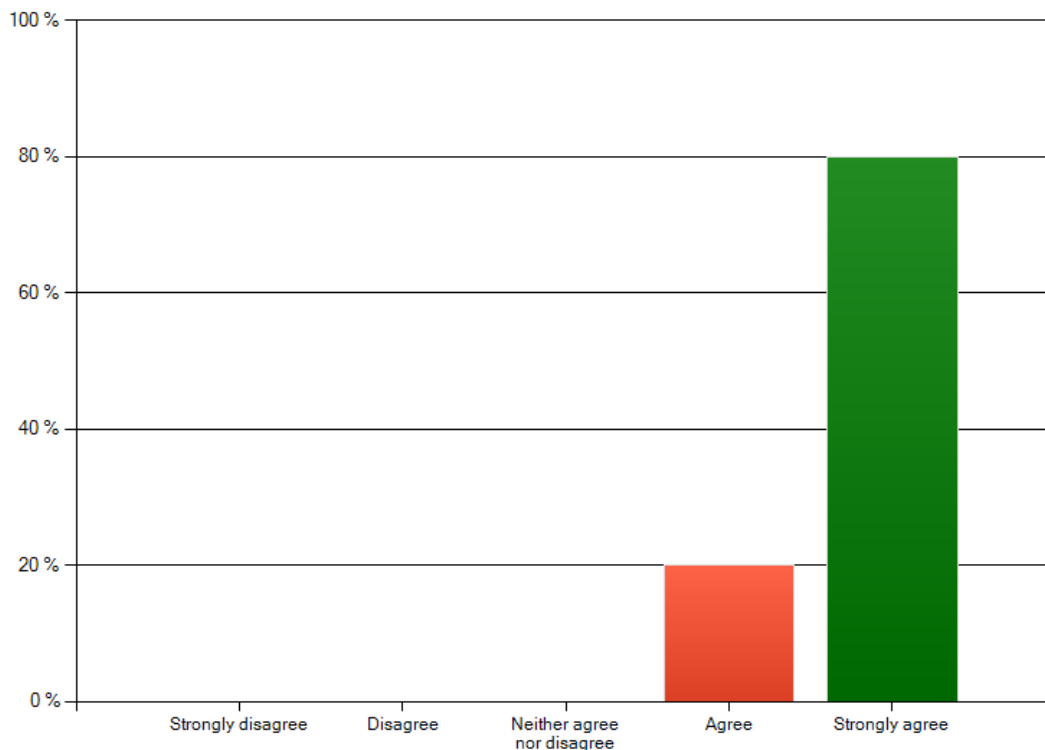
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## I RARELY EXPERIENCE PROBLEMS WHEN USING CASELODE FINANCIAL SYSTEM

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Reliable, stable software is essential to the operation of a law firm, as few firms can afford any meaningful amount of downtime or to have their staff spend time troubleshooting software problems. CaseLode Financial System rated 4.8 on the 5-point scale. 100% of respondents indicated that they “Strongly Agreed” or “Agreed” they rarely experience problems when using CaseLode Financial System. Firms selecting this software can expect a very stable and problem-free system.

### I rarely experience problems when using this product.



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**LEGALRELAY CUSTOMER EXPERIENCE INDEX METHODOLOGY**


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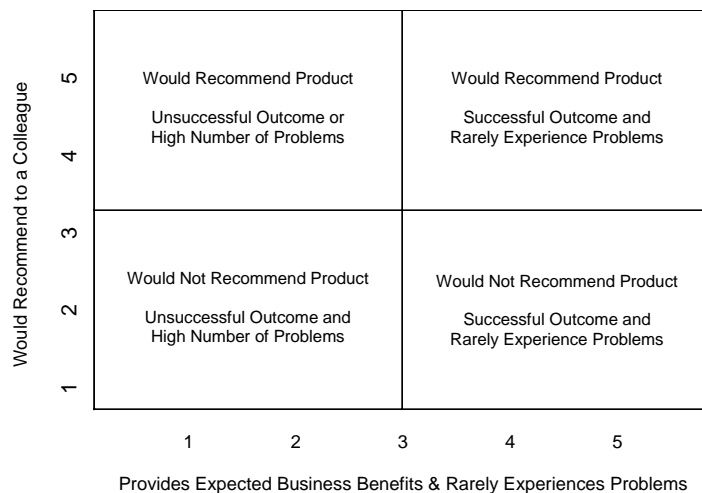
In evaluating any vendor's products and services, there are a number of dimensions prospective buyers must consider. LegalRelay has developed a Customer Experience Index that distills the data provided in this report by focusing on 3 core criteria and plotting these in a classic 2x2 matrix. The rankings should be interpreted as follows:

Products in the top right quadrant indicate customers have achieved both a positive customer experience and a successful business outcome with the rated product and are the most desirable for a prospective buyer to consider purchasing. They represent those companies that most completely and consistently fulfill customer requirements, deliver successful deployments, and according to their customers, build the most usable, functional and reliable products.

Products in the upper left quadrant earned a positive rating and the recommendations of their customers. However, this rating was tempered by either a less successful business outcome or a higher than expected incidence of problems with the product. Based on their customer's willingness to recommend the product to a colleague, these products will typically merit further consideration by prospective buyers. Before committing to a purchase, buyers are advised to focus on the vendor's support capabilities, system requirements and implementation process considerations to ensure they realize the desired business benefit.

Products in the lower right quadrant can be expected to be reliable and produce the expected business benefit. However, since their customers would not recommend them to a colleague, they should be considered as having a higher degree of risk than those in either the upper right or left quadrants. There are several possible reasons that cause products to fall in this category – the vendor may be falling behind from a technology perspective, experiencing financial difficulties or be too expensive relative to competitive offerings. Prospective customers should fully understand what is behind the ranking before selecting a product ranked in this quadrant.

Products in the lower left quadrant are the least likely to deliver either the desired business benefit or a satisfying customer experience and unless there are no other options should not be considered.





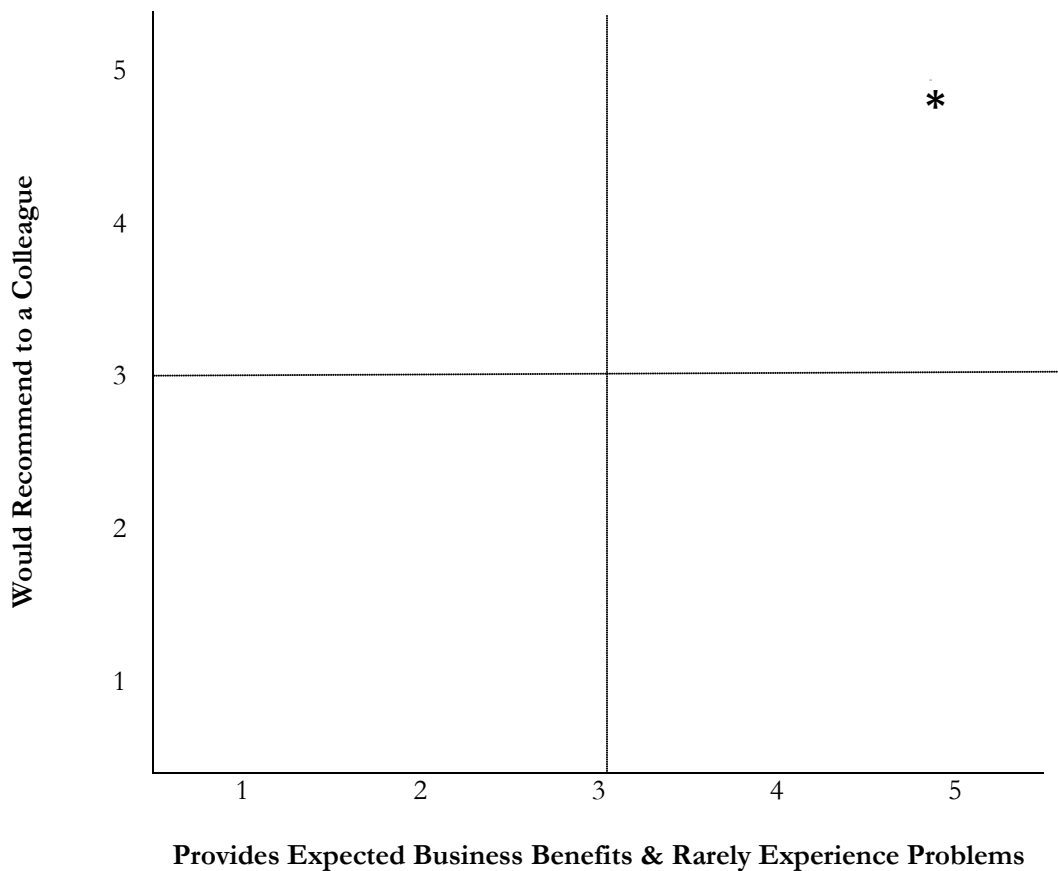
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**CASELODE CUSTOMER EXPERIENCE INDEX**

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CaseLode's Customer Experience Index Score is very high at 4.8 on a 5.0 scale. It is clear from this score that the CaseLode Customer Experience is remarkably positive. Law firms considering this software should have no reservations about selecting CaseLode for their financial systems needs and should expect to receive the business benefits described by the company along with outstanding customer service and support.

The company's customers are very loyal to Morningstar Technology and that loyalty has survived the test of time – in some cases survey respondents have been using the software for more than 15 years. It's a testament to Morningstar's commitment to their customers that they have successfully navigated the dramatic changes in the technology landscape during this period and maintained such high levels of satisfaction among their customer base.



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**CONTEXTUAL CUSTOMER EXPERIENCE SURVEY METHODOLOGY**

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This section of the report provides contextual information to supplement the data gathered through the survey questions. In this component of the survey, we ask respondents to finish the following five statements:

- The feature I find most valuable is....
- The feature I'd most like to see added is...
- Before buying this product a firm should...
- My worst experience with this product was...
- My best experience with this product was...

Through their responses to these statements, we develop a more fully developed picture of a customer's experience with the product. To the extent that the responses in this section align with the numeric ratings, confidence in the scores is higher.

We've detailed these responses from CaseLode customers on the following pages.

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**THE CASELODE FEATURE I USE MOST OR FIND MOST VALUABLE IS...**

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All customers interviewed were very happy with CaseLode's functionality. These customers believe CaseLode is an easy to use product, with very balanced functionality. Surprisingly, three customers chose to mention "Customer Service" as part of their answer to this question. While this is not normally considered a product "feature", it is such a strong component of Morningstar Technology's customer experience that customers mention it in response to virtually every question. Specific comments are detailed below:

**Time & Billing**

- "It helped us increase billings by tracking and recovering costs."
- "The billing is all-inclusive: billing, cost-accounting, I use all of it."
- "Time and billing, because it does get our invoices out to our clients quicker, which helps receivables come in quicker."

**Reporting**

- "I like the Comparison with my Profit and Loss: compare to last year: it's automatic; I have it in front of me."
- "Billing reporting gives an accurate picture of where we are on any given day, financially."
- "It's easy to look at outstanding receivables. It's easier than Timeslips for that."

**Customer Service**

- "When you have a problem, any question at all, if you need anything special done for your firm, you reach George right away, no waiting or holding. Worst-case scenario: leave a message and you will get a call back right way—not the 'next day'."
- "They're very attentive, you get to talk to a human being when you call them, and they help you right away."
- "If I have any questions, George will tell us before the day is out how to get the info out of it, or they'll write something firm-specific to produce that info."

**Other Features mentioned as highly valuable included:**

- Trust Accounting
- Support for different billing formats
- Single-entry system
- Search Capabilities
- The ability to easily apply payments to invoices

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## THE CASELODE FEATURE I'D MOST LIKE TO SEE ADDED IS...

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The most striking thing about the answers to this question is that 60% of customers interviewed could not think of a feature they wanted added to the product. Of those customers that did identify features they would like to see added, there were three specific enhancements requested:

### Spell checking

- “I’d like to see a spell check available in every area.”
- “Better spell check, because the firm does a lot of medical malpractice. It would be helpful if you could add words to the dictionary.”

[Note: According to George Morningstar, spell check exists throughout the program and words can be added to the dictionary.]

### Trust Accounting

- “The ability to transfer money from various client trust accounts to the operating account with one automatic check.”

### Electronic Billing

- “More interfaces with electronic billing systems.”

[Note, this customer added that CaseLode would probably write a program to export data into different formats if asked.]

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## BEFORE BUYING CASELODE A FIRM SHOULD...

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There were two clear themes which emerged from our interviews and interestingly enough, one was the recurring theme of just how highly customers value the level of support they receive from Morningstar.

### Understand your needs

- “If the firm needs a lot of functionality then be careful if you are looking at something other than CaseLode because other products are often missing critical functionality in an area.”
- “You need to know what components you need, e.g. some programs don't include cost accounting, trust accounting or combine billing with general ledger. We use all the components; many other packages don't include as many components.”

### Understand how good CaseLode's customer support is

- “Don't underestimate how important customer service is to the experience of owning a practice/financial management application. Other products may be more popular, but CaseLode's client support is outstanding.”
- “Make sure to include CaseLode if you are evaluating practice/financial management software. Look at not just features but also understand support capabilities of any vendor you might consider. Timely response is important and Morningstar always answers the phones and responds right away.”

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**MY WORST EXPERIENCE WITH CASELODE WAS...**

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CaseLode Financial System customers struggled to respond to this question, for most customers bad experiences were for all practical purposes non-existent.

- No customer reported any critical problems.
- No customer experienced lost or corrupted financial data.
- The worst experience reported was a conversion from DOS to Windows back in 2001. This customer was very satisfied with the support they received through the conversion.
- A few responses mentioned user error that was quickly resolved by CaseLode.

Once again customer support emerged as a CaseLode strength and when a firm does have a minor issue, it is resolved quickly.

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**MY BEST EXPERIENCE WITH CASELODE WAS...**

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Not surprisingly, given the responses to the other questions, customer service was mentioned as the best experience of using the CaseLode Financial System in half of the responses.

Other Best Experiences included:

- Multiple customers mentioned their high degree of confidence in the numbers reported out of the system
- The components are all well integrated. high level of integration between components
- CaseLode is very responsive to feature requests from its customer base.
- CaseLode is intuitive to use and it is easy to find what you are looking for
- P&L's can be generated quickly and are never out of balance
- Cases are easily transferred when an attorney leaves the firm.
- Talking to the person who actually wrote the software.

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## CASELODE CUSTOMER EXPERIENCE SUMMARY

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By every LegalRelay metric, CaseLode Financial System is very highly regarded by its customers. For law firms of up to 25 attorneys, the quantitative and qualitative survey responses strongly suggest that this software is likely to provide a superb customer experience, expected business benefits and a trouble-free experience. The recurring theme of outstanding customer support is obviously a primary factor in the high rating on the survey question “Would you Recommend CaseLode Financial System to a Colleague”.

In addition to great customer service, customers stick with CaseLode Financial System because it delivers the feature set and business benefits they require. The fact that 90% of respondent firms have been a CaseLode Financial System customer for more than 5 years and several for more than 10 years is a testament to the company’s commitment to both customer service as well as keeping the software current. The comprehensive product capabilities were called out by the preponderance of customers and when asked to identify features they would like to see added, it was difficult for customers to do so.

The clear conclusion is that CaseLode Financial System should be included in your evaluation of financial management software, particularly if your firm has fewer than 25 attorneys. Law firms that select CaseLode have a consistently and tremendously positive customer experience. With a LegalRelay Customer Experience Index of 4.8, any firm should reasonably expect both a highly satisfactory customer experience and a successful business outcome.