

## With Smokeball, a revolving-door criminal defense firm starts retaining legal assistants + grows its staff 30%.

### About Tracey Wood + Associates

**Tracey Wood & Associates** handles a high volume of traffic and drunk-driving cases in Madison, Wis. These matters are procedurally intense upfront, demanding speed and accuracy from the legal assistants handling them. **Smokeball** ensures Tracey Wood & Associates' staff are empowered to hit their deadlines without mistakes. But it wasn't always like this.

### Cycles of Inefficiency

Prior to Smokeball, Tracey Wood & Associates relied on a mash-up of paper files and Excel spreadsheets — a system that couldn't keep pace with their caseload. The firm was drowning in discovery, e-filing and other repetitive administrative tasks. Amidst the disorganization, legal assistants kept leaving. Training new staff every eight months was tedious and a drain on staff time.

### Automation to the Rescue

After researching several competitors, office manager David Dewald chose Smokeball as "the complete package." David was sold on the "flexible and powerful **Document Automation**," which eliminates double data entry, ensures accuracy and jumpstarts every case.

The Office365 **integration** was huge for Tracey Wood & Associates. Now all related emails, **calendar events** and documents are stored together in the related matter and are accessible to any team member no matter where they're working. The firm also uses **e-filing** — a powerful shortcut whose time savings "really add up!"

Most importantly, by using **Workflows** and Document Automation together, David now trains new legal assistants quickly, pointing them to the documents they need to get up to speed fast. As a result, while many firms struggled with turnover in 2021, Tracey Wood & Associates didn't lose a single team member.

### Empowered + Efficient

Since adopting Smokeball, Tracey Wood & Associates hasn't just retained staff, they've hired two new attorneys and two more legal assistants. The firm now has more time to focus on what they do best: help their clients. And with more time, they've also increased their case load by 20%, expanding their expertise throughout the Madison community.

**"The legal assistants think that if they're not in Smokeball, they're not actually doing anything."**

**"Smokeball is the complete package. Document storage is fantastic. It has flexible and powerful Document Automation. The integration with Office365 was also big for us."**

DAVID DEWALD, OFFICE MANAGER