

“Smart” products helping lawyers capture even more time only add to hourly rate feeding frenzy

By Patrick Lamb on January 12th, 2012



I got an email today that is proof that mass emailers don't care a bit about who receives the emails. The mass email, on behalf of Smart WebParts, offered this enticement:

Smart Time moves timekeeping into a new era, finally offering timekeepers a way to keep up with today's hypermobile, multitasking work environments. In this new reality, small increments of work are forgotten and often go unbooked, cumulatively costing firms big money.

The email offers the chance to participate in a webinar where you can learn “[h]ow Smart Time reinvents timekeeping.” As if we needed that!

So what we have is a tool law firms deploy so they can bill *even more* to their already unhappy clients for not doing any additional work and providing no additional value. I don't mean to focus on Smart WebParts (reminds me of “pieces is pieces”) since there are other companies offering the same types of products, but firms that deploy tools like this are utterly tone deaf or just don't give a damn about their clients.

UPDATE: I just received another email from Smart WebParts (still thinking “pieces is pieces”). At first I thought they were responding to this post, but then saw it was another mass email (you can see it [here](#)). The email contains 5 predictions for attorney timekeeping in 2012. They are:

1. Mobility will change timekeeping, leading Smart WebParts to believe more people will rely on mobile timekeeping solutions.
2. Time capture will become a “must have” for every firm.
3. Time capture will support legal project management. Hmmm. Sounds like hours driving the bus rather than value.
4. Firms will get serious about due date compliance. Late time entry can hardly be relied upon to be accurate.
5. Firms will get serious about risk management and timekeeping.

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Boy, I bet clients get a warm and fuzzy feeling about their law firms when they read about the focus firms bring to their timekeeping issues.

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