

# Increasing Profitability and Improving Compliance Reporting Capabilities at Rausch, Sturm, Israel, Enerson & Hornik, LLC

## WHO WE HELPED

### RSIEH LEGAL SERVICES FIRM



Attorneys in the Practice of Debt Collection

#### INDUSTRY

Accounts Receivable Management (ARM)

#### TECHNOLOGIES

- Collection Master-Commercial Legal Software (CLS)
- Microsoft Stack including Office, SQL, and developmental tools
- All Windows servers in VMware environment

#### COMPANY OVERVIEW

The firm of Rausch, Sturm, Israel, Enerson & Hornik, LLC is renowned for nearly forty years of excellence, and they continue to provide clients with outstanding retail collection services. Founded on the core values of integrity, client commitment, and performance, RSIEH customizes their service to fit the needs of their clients. Established in 1977, the company has grown to include offices in 20 different states and networks nationwide to ensure national coverage for managing client accounts.

## WHAT WE DID

- Improved client performance and compliance management by getting the right information to the right people, in a timely manner, for improved decision making.
- Reduced time cost and complexity associated with managing a large volume of data from a variety of different data sources.
- Reduced overall IT footprint needed to support internal and external requests for firm data.

## A LITTLE BACK STORY

**Rausch, Sturm, Israel, Enerson & Hornik LLC (RSIEH)** is a firm in the practice of creditors rights and legal debt collection for nearly forty years. In 2009, ownership of the firm changed hands, which resulted in a redirected focus to find more innovative ways to increase profitability and improve compliance. The firm experienced exponential growth in their client base, presenting new opportunities as well as fresh challenges. One of those challenges was the firm's difficulty

in collecting, managing, and utilizing the data coming in to service their growing internal team as well as external partners and clients.

At the time, **RSIEH** was a report-centric organization where a specific report was generated for each specific business user, resulting in large libraries of pre-canned reports. This created a bottleneck in the reporting process due to the inability of the business user to gain access to the report libraries without the involvement of IT. **RSIEH** realized that they needed to move from being report-centric to analytic-centric; where the business user holds the power to make more data-driven decisions. This is when they started looking for potential solutions.

As **RSIEH** went through their due diligence process, several business intelligence tools were considered as possible solutions. After careful consideration, the **RSIEH** team decided that one platform stood above the rest. They elected to move forward with **Qlik**, thanks to the insight and direction provided during the discovery process by **Surefire Data Solutions, LLC**. **Surefire** uses a four-step system of discover, design, deploy, and enhance throughout their process; each step ensures that the partner is getting the most out of their data and application functionality is targeted for the user. Before **RSIEH** partnered with **Surefire** to implement the **Qlik** solution, the firm's data reporting was a ratio of 1:1 with a specific report to a specific user. With **Qlik**, **RSIEH** could develop one application that could service an entire business unit within the firm.

**Surefire** continued to assist **RSIEH** in the new application development, and through this partnership, they discovered additional techniques to leverage the **Qlik Platform** in driving value to the business. One of the opportunities presented was in providing new access for clients, so that they could have 24/7 access to all performance-related data. This allowed the client services team to save time on gathering and sharing reports, and spend more time on improving the processes that support the metrics.

Unlike other business intelligence (BI) vendors, **Qlik** is designed for the business user, not exclusive to power analysts. Today, department heads and line-of-business (LOB) leaders are using **Qlik** to manage their teams and client portfolios. Teams find that the **Qlik Platform** requires less user training due to the simplicity of the user interface, and the solutions provided are more flexible, to allow an unlimited amount of data to be implemented. As additional systems were integrated for **RSIEH**, more data could be utilized, and **Qlik's** program provides near instant response times on information requests.

Once dealing with a report-centric infrastructure, the libraries of data reports are now broken down through **Surefire's** application of the **Qlik Platform**, and the value, volume, variety, and velocity of data received are organized more timely and with significantly lower cost. Before employing this software, **RSIEH** struggled in obtaining an accurate and holistic picture of the firm's overall performance. Now, according to **RSIEH** CEO Bill Sturm, rather than delving through multiple subjective data reports,

**“Qlik allows you to put a highlighter on your data and really see where the outliers are... [it] provides one version of the truth.”**