



case study

## Attorney Paul Kiesel Builds Winning International Cases on Zoom

When we try to imagine what a large legal firm looks like, we might think of first-class tickets, airplanes, suitcases, and lots of paperwork strewn about on a desk during a deposition. Thousands of attorneys around the world right now are on the move at any given moment with nothing but the prospect of victory in their minds. Nobody should know this more than Paul R. Kiesel, Partner at Kiesel Law LLP and President Elect of the Los Angeles Bar Association.

Kiesel is a very busy plaintiff attorney, serving clients in class-action and injury lawsuits across the nation and conducting discovery around the world with the help of his law firm and the technologies he employs to raise his level of productivity. Among those technologies is Zoom. We took the time to sit down and talk to Mr. Kiesel about the pivotal role our product plays in improving his “carrying capacity” and reachability.

“Travel is a big part of my practice. It involves getting together, having meetings, and interacting face-to-face with people. We also had people fly here for the same reason,” said Kiesel. “Before Zoom, I used to use another solution - about seven years ago - when the market for video technology was still fresh. Usually, I am an early adopter of different technologies since as a plaintiff lawyer, I need to make sure my time is handled productively.

The vast majority of the cases I work on are set up on a contingency fee, which means that I only get paid when there is a positive result. This gives me the incentive to take every opportunity available to maximize my productivity. Technology in general helps me leverage my assets to make this kind of working environment feasible.”



### Kiesel Law

**Industry:** Law

**Challenges:** Traveling around the world is an inefficient way for attorney Paul Kiesel to meet with clients and co-counsel

**Solution:** Kiesel has adopted Zoom to prepare witnesses, take depositions, and strategize with long-distance co-counsel

**Business Benefits:** Kiesel saves hundreds of thousands of dollars a year in travel costs while building stronger relationships and cases with his clients

When Kiesel talks about being an early adopter of a vast array of technologies, he isn't kidding around.

"The American Bar Association last year conducted a survey looking for the 12 highest-tech lawyers in the country out of its pool of 1.2 million," he said. "I was listed, not because I understand exactly how the technology works, but because I make use of it to meet my goals. In addition to this, I write a monthly column here in California speaking about the benefits of technology in legal practices."

"On a regular basis, I use Zoom to meet with my co-counsel," he said. "Because of the nature of my practice, I have firms that I work with throughout the country. On just one case I have firms in Georgia, Chicago, Houston, and Las Vegas. Every week at 8 AM, I have a morning Zoom conference with about a dozen people. During these meetings, we discuss our cases and share the relevant documents on our screens. In my pharmaceutical cases, I establish dialogue with other lawyers from across the country by encouraging them to join a Zoom meeting with me, eliminating the need for them to fly in."

Paul Kiesel's "Zoom Room" is set up in such a way that allows him to see when someone enters it when he isn't present. He has a personalized meeting ID, a feature that came as a result of Kiesel's personal request to Zoom. If someone requests a feature, we do our best to make sure it is implemented, and the rich environment in our software enabled Kiesel to work within it comfortably and enjoy flexibility he could not find in any other solution.

"In Zoom, I particularly like the gallery view, which shows me every participant on one screen as opposed to presenting me with a strip that I have to scroll through," he said. "Screen sharing is also useful, and I enjoy having personalized room IDs that make the process of joining a meeting easier for others. Once someone joins, I get an

email telling me that someone is in the room, giving me a cue to check in. It's akin to ringing a doorbell. The fact that Zoom is encrypted adds to its appeal for meetings in which attorney-client confidentiality is essential."

Zoom also has a strong impact from an operating expenditures standpoint. He no longer has to take the time to fly over to his international clients, nor must he bear the expenses that go along with making the trip and arranging his stay. He can simply switch on Zoom and meet with clients, co-counsel, and/or opposing counsel instantaneously. Kiesel tells us that this has saved him a significant amount of capital.

"Using Zoom has easily saved hundreds of thousands of dollars in expenses for my practice," he said. "As just one of many examples, I prepared a witness in London who is an executive in a major international corporation. Typically, I would have to fly to London, take my documents, sit down with the witness, and prepare him for testimony. Instead, the witness was able to meet with me from a tablet through the Zoom app. He was in his office in London, I was in my office in Los Angeles, and I was able to help him review the documents. The entire process took roughly three hours. It would have otherwise taken three days to do a long trans-Atlantic trip, costing about \$50,000."

At its very minimum, Zoom has offered Kiesel a way to connect with other people in a very quick and easy manner that saved him both time and capital. But it does more than that. Zoom has offered Kiesel and his law firm the ability to engage his clients and perform his job with the same level of interaction had he been present at the remote location in person. We have provided a solution that maximizes his productivity and instantly eases the process of interacting with others across vast distances.



Kiesel liked Zoom so much, in fact, that he feels that it should be used in court. “On another level, courts in California need to adopt video technology so that we can appear in front of a judge without having to be physically present,” he said. “Currently, courts use a system referred to as CourtCall. This system has been around for over 15 years. It’s a stand-alone phone service attached to a duplex microphone in the courtroom, allowing people to attend orally. There is a pilot program in several participating courts using video and my hope is that one day Zoom will be able to apply its technology to what this company currently provides and allow for dynamic video appearances in courts.”

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