

KDL Virtual

Case Study



“Have belief in what you are doing, and take the risk”

Katie Leupin, founder of KDL Virtual was recognised on this years Legal Innovation Index as an individual winner. She was recognised for her work in providing cloud based administration service for small law firms and solo practitioners. Janders Dean spoke to her about her journey to date.

KDL Virtual is a cloud based administration service based in Sydney. It seeks to provide its clients with access to flexible and highly qualified legal administrative support. The firm provides a solution to assist lawyers better manage their administrative workload in an entirely virtual manner. “By providing this support, we allow lawyers to focus more on what they do best, service their clients.”

Having witnessed a substantial shift in the industry towards paperless practice, and an increased willingness by smaller practitioners to outsource functions, KDL Virtual sought to fill the gap of the assistance. “Often smaller practices require this support, yet often don’t have the requirement to hire a full time physical assistant. The cost of doing this is often prohibitive, particularly as their requirements often fluctuate in relation to work available.” KDL Virtual allow for these practices to access the administrative support as and when required.

Despite being relatively new to the market, KDL Virtual have already received substantial positive feedback from clients. Lawyers who previously felt that they did not have time for high level strategy planning tasks, and often experienced high stress in maintaining and responding to client communications felt they were able to focus more on their business and their clients. By utilising an

innovative outsourced service clients have also felt more comfortable in looking to innovate and think differently themselves. Having been convinced of the benefits of cloud based services, clients have been able to pass savings onto their clients, as well as avoiding headaches and overheads associated with hiring full time employees.

On the transition from BigLaw to the start-up world, Katie remarked on the increasingly varied administrative support that she now provides. “I’m really proud to be on the Index. It reinforces the value in the service that I provide” Whenever you start something different, you risk something. When asked about the Index she felt that Australian legal market had really stepped up and embraced new ways of working and thinking.