

# Bird & Bird

LAW PRACTICE

## Building a billing team from ground zero

Successfully centralising billing operations in Prague

### ABOUT BIRD & BIRD:

Bird&Bird has chosen Prague as the central hub for billing coordination. The billing team's mission is to provide world-class finance support to the business. With SBR's help, they have established a team of client finance executive specialists.

### COMPANY SIZE:

1,001-5,000 employees

### INDUSTRY:

Legal

### SBR SERVICES:

Recruitment, sales competency assessments

### What did Bird & Bird want to achieve?

They wanted a central point of experts to assist the local European offices. The job function is to oversee the billing processes as legal eBilling experts. They are to assist other offices worldwide with their rejection queries. This will lead to tighter global billing and credit control, CRE's, PA's, and Rates teams.

### What issues were Bird & Bird facing?

Their advisory services are across 31 branches worldwide. Bird&Bird plans to unify the invoicing processes and services from those branches. This will create 1 effective process to minimise invoice rejections. This is crucial when uploading invoices electronically to e-billing platforms. A new team of client finance and eBilling specialists is therefore needed.

### The results

SBR established a robust client finance team of four. Two more were hired for e-billing support, and five were added to the credit control team. This triggered a significant organisational shift with enhanced efficiency and centralised financial management.

### SBR's approach

SBR partner and collaborate with their clients long-term. We understand the personality and soft skills required for candidates.

SBR identifies and assesses skills through competency-based interviews. A wide range of candidates at various levels of seniority were presented. This allowed Bird&Bird to select the most suitable candidates of preferred experts. They easily navigated through experience, environment, and technical knowledge competencies.



"Thanks to SBR we were able to easily navigate through experience, environment, and technical knowledge in the candidates, thanks to the competency-based assessments. SBR truly partner and collaborate so they can understand the personality and soft skills required for candidates."

**Ladislav Kadlec**

Head of Regional Finance  
CEE