

Datasheet

LexisNexis InterAction CRM

A Client Relationship Management (CRM) approach allows you to implement a strategy focussed on increasing business with those clients that are commercially attractive for the growth of your firm - this is why CRM is being adopted by so many firms today.

Law and CRM

The legal market is becoming more competitive. Clients are being more demanding and with the recruitment of in-house lawyers, pressures are increasing. As clients consolidate, the balance of power between lawyer and client is changing further. For a firm to grow, a CRM approach focussing on profitable clients, is the only viable solution.

LexisNexis InterAction helps deliver a CRM approach. It allows a firm to understand the efforts needed to grow clients and be competitive through:

- Presenting a complete picture of your relationship networks, clients and prospects
- Identifying and exposing the interconnections between people, firms and matters so lawyers can quickly and easily leverage firm wide knowledge
- Facilitating business development and marketing activities making them more streamlined, quantifiable and predictable
- Managing and tracking matters by client and experience to increase the likelihood of securing new business

In order to build on this approach, InterAction has seamless integration with business applications used within law firms including time and billing, e-mail, word processing, document management, and human resources. For ease of use and accessibility, InterAction can synchronise directly with Microsoft Outlook, Lotus Notes, Novell GroupWise, Blackberry's and iPhones.

Tikit's implementation approach of integrating InterAction into firms' business processes ensures that the technology helps achieve the strategic goals. Tikit's 120 implementations of InterAction within the legal sector mean that the methodologies are well tried and tested and make us a key InterAction partner.

Centrally leverage firmwide Relationship Intelligence

InterAction allows easy compilation of scattered data such as data about clients, correspondences, deals, notes and activities and transforms this information into the Relationship Intelligence your firm needs to grow successfully. By understanding the strategic objectives and the business processes involved in a firm, Tikit's approach ensures professionals have the correct information, when and where they need it.

InterAction's Data Change Management allows firms' to integrate their systems and data with complete confidence – thereby reducing effort, minimising errors and inconsistencies and allowing individuals to focus on managing clients.

Relationship development

InterAction within the legal sector mean that the methodologies are well tried InterAction's unique 'Who Knows Whom' and Relationship Map functionality helps determine who else in the firm knows a contact and the nature of this relationship. InterAction can be leveraged to integrate rich information, providing everyone in the firm with a consolidated view of client and contact relationships. The platform reduces duplicated entries in the CRM database, with the power to reveal how that contact connects and relates to existing relationships, as well as those the firm would like to grow.

The Related Contacts functionality shows the subtle interrelationships among clients and prospects enabling quick recognition of connections which may otherwise have been a cumbersome task. Identifying these relationships provides a clearer path for lawyers to pursue and generate more revenue.

Exceed expectations

Superior client service relies on keeping professionals informed about client and prospect activities. InterAction's My Watch List ensures users are kept informed by automatically notifying you when someone in your firm interacts with, or updates information about your key contacts.

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LexisNexis InterAction CRM – continued

The unique security features of InterAction gives professionals greater control over the information they share including the ability to allow them to accept or decline changes made to their contacts.

Working with your people

InterAction's easy-to-use interface with streamlined wizards was designed with the needs of professionals, marketing, IT and administrative staff in mind. Activities, such as closely targeted and tracked prospect mailings, can be increased in frequency and effectiveness as the quality of the company's pooled knowledge and data improve dramatically. And its flexible architecture enables firms to customise their user experience depending on the needs of the organisation. As InterAction is internet enabled, Relationship Intelligence is accessible anytime, anywhere.

Almost 300 law firms, including 80% of the AmLaw 100 and over 35% of the UK Top 100 firms choose InterAction as their CRM system.

Tikit's methodology

Tikit's CRM Group has successfully completed over 120 CRM implementations in the last 10 years. Tikit understands that the technology is only one aspect of a successful CRM implementation and one of the primary causes of the failure of CRM projects is too close a focus on the technology and not enough on the business issues that are driving its implementation. This is why the consultative approach taken by Tikit help firms succeed with CRM.

Tikit adopts a holistic approach and is fully integrated to the needs of the firm, identified by Tikit as the 3 C's:

- **Culture** - This covers areas such as business process, change management, communication and internal marketing of the system, with the aim being to adapt the firm's culture to facilitate information exchange

- **Capability** - This refers to the enabling technology upon which the CRM strategy is based and its 'fitness for purpose'. The software must be capable of delivering "content in context" by allowing users to interact with the system from their most commonly used interface
- **Content** - This aims to cover data quality issues and information sourced from external sources e.g. CMS for client and financial data

Tikit's ongoing consultative approach ensures your firm continues to extract additional value from CRM, well after implementation; thus ensuring a platform for increased competitiveness and enhanced client service and profitability.

Tikit further supports its clients through its subsidiary, Tikit data services. The firm is a provider of solutions for managing data specifically for the professional services sector. By providing industry specific and robust solutions for auditing, cleaning, enhancing and managing data. Tikit data services and Tikit work together to provide our clients with a complete and fully reliable service for business development and marketing strategies.

"I have been aware of Tikit's offering and its excellent reputation when working with clients. In particular the consultative approach taken by Tikit in CRM implementations sets them apart and was a crucial factor in its election. This award truly is a testament to Tikit's commitment to CRM and the recognition is deserved for its contribution to the industry".

*Sean Teomey,
Head of Public Relations,
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