



"We selected Tikit to work with us because they could offer us a one stop shop for all of our needs – they could help integrate the CRM system at the same time as helping us build a comprehensive training resource to facilitate its roll-out."

Claire Wood,
CRM Manager,
Penningtons

Client: Penningtons Solicitors LLP

Tikit's unique training programme maximises return on CRM solution

Penningtons Solicitors LLP, a top 100 UK commercial and private client law firm, has introduced a training programme to accompany the roll out of its new InterAction Client Relationship Management (CRM) system.

Overview

Working with legal IT specialist Tikit, Penningtons has created a blended training programme intended to ensure the success of the CRM roll out and to introduce the programme in the most effective and time efficient way.

Pennington's IT Customer Services Team Leader, Catherine Sargeant, says the Tikit programme has been strong for the firm and its success indicates the way ahead for other future training activities undertaken at the firm.

"By combining traditional classroom based learning with a bespoke online learning experience, we gave users the best of both worlds. They received personal attention from a teacher in the classroom, as well as flexible, hands on practice at their workstation."

The process

The training programme began with a series of pre roll out communication messages, reinforced with a traditional classroom-based session where the basics of the CRM application were demonstrated by Pennington's own trainers who were in turn trained on the programme by Tikit's in-house support team. This was backed up by comprehensive documentation created by Penningtons and Tikit which gave users a comprehensive background resource. In addition, trainers 'walked the floor' of Penningtons' offices, providing users with ad-hoc on-site support.

The online element of the course supported and built upon the basic grounding given in the classroom. Key features of the product were demonstrated in rapid two minute 'nudges', accessible by staff online. There were 50 different 'nudges' and these, along with quick reference guides and the communications presentations were placed in bespoke learning tracks by the Penningtons' training team.

Customised online and face-to-face training programmes were created for different job roles within the organisation. Staff can complete the relevant learning track in their own time and their progress can be tracked using the system's extensive reporting and measurement tools.

About Tikit

Tikit is the leading independent provider of IT consultancy, services and software to legal and accounting firms. Tikit's clients in the UK, Europe and the United States include more than 90 of the UK's top 100 law firms, 20 of the top 50 US law firms and 18 of the top 50 UK accountancy firms.

Headquartered in London – and listed on the London Stock Exchange (AIM:TIK) Tikit combines in-depth knowledge of the business needs of legal and accounting firms with a unique capability to plan, implement, integrate and support virtually all of the IT requirements of a modern legal or accounting practice.

Learn more at www.tikit.com



tikitsoftware

Tikit's unique training programme maximises return on CRM solution – continued

Results

"The online aspect of the training programme presents a cost effective way of instructing staff in the detail of the CRM system. Instead of each staff member needing to be taught individually by a tutor, they accessed their own learning over the network. In addition, because the online learning timetable was completely flexible, fee earners completed their nudges at a time that was convenient for them." Many CRM implementations have failed to deliver their full value because of limited staff take up or because of poor training that led to sub-optimal usage of the system, Sargeant says.

The blended classroom/online nature of the training programme was in part developed to maximise the effectiveness of the programme whilst minimising the negative impact on staff productivity.

"The two minute online nudges could be completed at any time, and the instructional nature of the course materials meant that learners could quickly make the most effective use of InterAction's advanced CRM functionality."

Firm-wide benefits

Sargeant says the scenario showed users how InterAction could be applied to recognisable CRM activities, such as pre-meeting preparation and creating targeted mailings.

"The productivity of the training programme was also enhanced by the bespoke learning tracks. By being given a programme of learning tailored to their specific job roles, staff only had to learn the information that was relevant to their day-to-day jobs, reducing unneeded training and minimising the time cost of the training activity."

The online nature of the training meant that the programme was fully measurable, allowing the effectiveness of the learning to be tracked closely – a significant innovation from previous systems which could only be quantified through anecdotal evidence.

"When you buy a piece of software like InterAction, the communications and training programme you put in place is just as important as the technology itself," says Sargeant.

"Without adequate investment in getting your staff comfortable with the system, the investment you've made in the software can essentially be wasted. By working with Tikit on both the software and the training, we've made it all part of the same solution – an integrated approach to both the culture of the business and the technology that helps run it."



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Catherine Sargeant,
IT Customer Services Team
Leader, Penningtons

About Penningtons Solicitors LLP

Penningtons Solicitors LLP is a forward-thinking, top 100 UK law firm which provides legal services tailored to businesses and individuals. We address the specific objectives of each client through our flair and technical expertise and offer a partner-led service with an emphasis on team work.

Today we're based in the City of London, Basingstoke and Godalming and have 50 partners and 280 people in total. Our main areas of practice are dispute resolution, corporate and commercial, property and private client, provided through our Business Services, Commercial Property and Private Individuals Divisions. We also have several cross divisional teams concentrating on a variety of industry sectors.

Learn more at
www.penningtons.co.uk

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