

Shoosmiths LLP Case Study

Company: Shoosmiths LLP
Industry: Law
Product: LexisNexis® InterAction®

Shoosmiths uses LexisNexis InterAction to support client relationship strategy.

Shoosmiths is a top 30 national law firm, with 106 partners and more than 1,200 employees at eight offices. The firm's clients include blue chip corporations and household names, while it's Access Legal from Shoosmiths brand offers consumers advice on everything from writing a Will to personal injury and motoring law.

Shoosmiths is a long-standing user of LexisNexis InterAction, and here Sarah Parker, senior CRM systems manager, talks about the firm's experience of using the solution.

How long has Shoosmiths been using LexisNexis InterAction?

Sarah Parker: We've been using InterAction for more than eight years. It's ideally suited for a legal business environment because it's easy to use and delivers advanced relationship intelligence functionality, setting it apart from other customer relationship management systems.

How does Shoosmiths use LexisNexis InterAction?

Sarah Parker: Perhaps the most interesting use of InterAction at Shoosmiths is by legal advisers to run networking events as part of their business development

efforts. Via InterAction, some of them organise five to six events annually almost entirely on their own. They're able to set up fields, populate lists, develop content, outreach and track responses single-handedly. InterAction is so easy to use, it's almost impossible for them to do anything wrong.

Strategically, we use InterAction as a relationship and reputation management tool to support our overarching client relationship strategy.

Tactically, it supports all our marketing-related activities and initiatives, providing us with a good understanding of our clients, their demographics and the level and type of information they expect to receive from Shoosmiths.

What is the secret to Shoosmiths' successful adoption of InterAction?

Sarah Parker: Fundamentally, the solution is intuitive to use. This has encouraged staff across the organisation to embrace it both as a tool and for the discipline it represents.

For legal advisers, InterAction supports their business development efforts without distracting them from their core job function. That the legal advisers can organise their networking events so easily is testament to this.

To support the firm's use of InterAction and ensure that the tool delivers value to staff, the CRM team diligently undertakes database management. We bi-annually conduct data protection audits amongst our contacts. This gives us a good understanding of the level and kind of information people want to receive from Shoosmiths. The information is stored in InterAction and gives users confidence that the relationship intelligence they access is accurate. InterAction has enabled Shoosmiths to embed CRM into the culture of the organisation.



Enterprise Solutions

What benefits does LexisNexis InterAction deliver?

Sarah Parker: InterAction complements Shoosmiths' relationship strategy. As a relationship intelligence tool, it enables us to uncover hidden contacts and fully leverage individuals' personal networks for the firm's business development and growth opportunities. Collectively, all activities conducted via InterAction contribute towards the wider goal of proactive reputation management.

Having one central database of contacts ensures accuracy of information. InterAction's data quality tools allow us to protect the integrity of the relationship intelligence. The solution gives us a 360° view of clients, which allows us to manage client relationships robustly. InterAction is a fantastic tool. Instituting a sophisticated long-term client development initiative, supported by industry-leading CRM technology.

What are Shoosmiths' future plans for using LexisNexis InterAction?

Sarah Parker: As an organisation we're a fairly advanced user of InterAction. Shoosmiths is now ready to move to the next level of functionality and we're currently upgrading to the next version, where features such as relationship reminders and integration with LinkedIn will be very useful to us.