

Begbies Traynor Group Plc Case Study

Company: Begbies Traynor Group Plc
Industry: Accounting
Product: LexisNexis® InterAction®

LexisNexis InterAction® Doubles Marketing Database and Facilitates Multiple Campaigns Simultaneously across Begbies Traynor Group plc.

Begbies Traynor is the UK's largest independent practice of Corporate Rescue and Recovery specialists. The firm has a nationwide network of over 40 offices, with clients ranging from small businesses and SMEs to family-run companies and major multinationals.

Founded in 1989, Begbies Traynor is part of the Begbies Traynor Group plc, a leading provider of specialist professional services, delivering solutions for businesses, financial institutions and professional advisers in the areas of finance, recovery, investigation and risk management.

LexisNexis InterAction was deployed across the Begbies Traynor Group of businesses.

James McEwen, Senior Business Development Manager, Begbies Traynor Group plc, spoke to LexisNexis Enterprise Solutions:

What is the business need for a CRM solution at Begbies Traynor Group?

James: Our business, like all those in the professional services sector, is a people-led business. Contacts, relationships and networks play a huge role in business development and so it is crucial that we are able to identify, harness, track and nurture existing relationships with clients and prospects for business growth. As an organisation with

over 600 employees that are spread across over 40 offices in the UK, we were cognisant that there was a wealth of untapped business and relationship intelligence hidden within the organisation that needed to be leveraged for both business growth and building upon the already high levels of client service. Technology was the answer.

Why did Begbies Traynor Group choose LexisNexis InterAction?

James: It was a strategic decision for us. The easy option was to bolt on a CRM system to our existing practice management system, but that would not have given us the depth and breadth of functionality that we were looking for. We wanted a more holistic solution that we could customise to meet our specific requirements; one that would automate CRM across the firm; and be an intrinsic part of the business processes of the practice.

We found that InterAction met all these criteria. Unlike generic CRM systems, InterAction is expressly designed for professional services organisations and delivers relationship intelligence as a matter of course. It is also easy and intuitive to use, which in fact has greatly aided staff buy-in across Begbies Traynor Group at all levels.

Are there any features or functionality that users have found particularly useful?

James: InterAction's integration with Microsoft® Outlook® has been a compelling reason for the solution's adoption at Begbies Traynor Group. Partners and fee-earners are able to seamlessly access InterAction without having to leave Outlook. They are automatically presented with detailed firm-wide CRM contact, activities and relationship data held within InterAction, via a dedicated InterAction panel sitting within their Outlook screen.



Enterprise Solutions

From a marketing and business development perspective, the MyWatchList™ feature is valuable. The marketing team, and importantly the wider business, has complete visibility of who interacts with whom and when the database is updated. Tracking marketing activities, engagements and opportunities online via InterAction provides complete transparency of business development initiatives across the firm and puts that valuable information in the hands of those that need it, at the touch of a button.

Have you used any metrics to measure the success of InterAction's deployment at Begbies Traynor Group?

James: Following a geographically phased roll out programme, InterAction has now been 'live' firm-wide for six months – over this period we have already seen an average of 77 per cent of staff actively using InterAction each month and this figure is growing as CRM processes are embedded and internal communications to facilitate adoption continue.

Today, all marketing activity is conducted through InterAction – the inbuilt checks within the solution also ensure that we comply with the Data Protection Act, which is extremely valuable. We have more than doubled our contacts database for eMarketing purposes and are able to simultaneously execute multiple campaigns that target different sectors and markets, much more efficiently than before. Additionally, we are seeing a greater involvement from partners and fee-earners in marketing-related activities due to the increased visibility of such initiatives that InterAction has made possible.

The efficiencies delivered by InterAction are significant. The system is now indispensable at Begbies Traynor Group.
