



Compliance Specialist, Cordery, Selects Lexis® InterAction® to Ensure Timely Delivery of Thought Leadership Content Based on Client Preferences

LONDON, U.K., 06 September 2016 – Cordery, a compliance advisory and solutions business, is deploying customer relationship management (CRM) solution, Lexis® InterAction®, from [LexisNexis® Enterprise Solutions](#), a provider of technology solutions to professional services firms. InterAction will enable Cordery to record and analyse the preferences of its clients in order to create and deliver well-timed, relevant content on compliance hot topics such as the new EU General Data Protection Regulation and EU-US Privacy Shield. Cordery is well-regarded for its expertise in these regulatory areas and the firm's interpretation of these topics is highly sought after by clients.

InterAction will be integrated at the back-end with e-marketing solution, Vuture, to enable Cordery to disseminate content to clients. Information such as open rates, click throughs and content subscription changes from Vuture will automatically save in InterAction. This insight will enable Cordery to continuously improve its content and communications with clients. Also, with every member of the Cordery team having access to InterAction, the solution will serve as the central resource for all types of client relationship-related information in the firm.

“Our business is highly specialised; and regular, regulatory compliance-related insights form a key part of our strategy,” elaborated Robert Sanderson, Chief Operating Officer at Cordery. “We disseminate our content via a number of channels including our website and social media of course, but it's important to us that our alerts reach clients' inboxes directly based on their interests, preferences and business requirements – without them having to go looking for the information. InterAction will enable us to do this effectively and efficiently, but also enable us to continuously evolve our offering.”

“Cordery's need for a CRM solution is distinctive,” commented Andy Sparkes, General Manager, LexisNexis Enterprise Solutions. “InterAction will support Cordery in its goal to deliver pertinent client advice when it is needed, so that clients are always up-to-date on regulatory changes and able to take appropriate action to safeguard their businesses from non-compliance. This in turn will help Cordery further strengthen existing client relationships.”

The Lexis InterAction customer relationship management solution is designed for professional services organisations to help drive business relationships. By providing powerful relationship intelligence that goes beyond 'who knows whom', the solution facilitates personalised and streamlined communications. InterAction can be accessed by users from within Microsoft Outlook and 'on the move' from a range of mobile devices.

###

About LexisNexis® Legal & Professional

LexisNexis Legal & Professional is a leading global provider of content and technology solutions that enable professionals in legal, corporate, tax, government, academic and non-profit organizations to make informed decisions and achieve better business outcomes. As a digital pioneer, the company was the first to bring legal and business information online with its Lexis® and Nexis® services. Today, LexisNexis Legal & Professional harnesses leading-edge technology and world-class content to help professionals work in faster, easier and more effective ways. Through close collaboration with its customers, the company ensures organizations can leverage its solutions to reduce risk, improve productivity, increase profitability and grow their business. LexisNexis Legal & Professional, which serves customers in more than 175 countries with 10,000 employees worldwide, is part of RELX Group, a world-leading provider of information and analytics for professional and business customers across industries.

As a leading provider of software platforms, LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk) works with customers to drive productive, efficient and reliable business decisions. Its solutions include Lexis® Visualfiles™, for case management and workflow; Lexis® InterAction®, a

customer relationship management tool; and LexisOne™, an enterprise resource planning solution powered by Microsoft Dynamics® AX.

###

Media Contacts:

Vidushi Patel
PR Consultant
TagusPR
T : +44 (0)7958 474 632
E : vidushi@taguspr.co.uk

Michelle Gunter
Acting Head of Marketing,
LexisNexis Enterprise Solutions
T: +44 (0)7826 531233
E : michelle.gunter.1@lexisnexis.co.uk