



Cordery Goes Live with Lexis® InterAction®

Robust, customisable solution plus slick project management by LexisNexis Enterprise Solutions made quick and smooth implementation possible

LONDON, U.K., 12 January 2017 – Cordery, a compliance advisory and solutions business, is live on customer relationship management (CRM) solution, Lexis® InterAction®, from [LexisNexis® Enterprise Solutions](#), in a matter of weeks. This swift deployment is down to a well-planned, structured and meticulously supported implementation programme by the LexisNexis Enterprise Solutions professional services team; and a collaborative approach from Cordery. With all the essential functionality now in place, Cordery will evolve InterAction to meet its unique and changing needs as its business grows.

The utilisation of Cordery's existing business processes to deploy InterAction significantly contributed towards a speedy implementation. With Cordery already using legal workflow and case management system, Lexis® Visualfiles™, the firm was able to leverage the current processes to configure and install InterAction. Cordery has also integrated InterAction with its chosen e-marketing solution, Vuture; enabling the firm to deliver tailored content to clients.

Data quality was a major focus area in the implementation process. The LexisNexis Enterprise Solutions professional services team helped Cordery develop data standards to ensure accuracy and integrity of the information residing in InterAction, over the lifetime of the software. The success of a CRM system in any business, to a large extent, hinges on the confidence that users have in the residing data.

"We were able to deploy InterAction within a short space of time for two reasons," elaborated Robert Sanderson, Chief Operating Officer at Cordery. "Foremost, the software is robust and tried and tested in law firms globally. We didn't find any errors during the user acceptance testing phase. Secondly, the project management delivered by the LexisNexis professional services team was slick and efficient. The consultants are intricately familiar with law firm environments and advised us at every step in the implementation process to pre-empt potential issues. All this combined saved us enormous amounts of time and delivered a solution that suits our needs."

Another reason for the smooth go-live was Cordery's clarity on the overall implementation programme and approach. From the video guides provided by LexisNexis Enterprise Solutions, Cordery was able to quickly assimilate the functionality offered by InterAction and the configuration processes right at the start of the deployment. This eliminated hold-ups or delays during implementation.

"This deployment is a prime example of software supplier and client teamwork," commented Andy Sparkes, General Manager, LexisNexis Enterprise Solutions. "Our professional services team is highly experienced and skilled in deploying InterAction in all types of law firm environments. Cordery recognised this early on in the process and trusted the consultants, who worked in close consultation with the firm's project team right through the exercise. The results speak for themselves."

[LexisNexis InterAction](#) is the leading CRM solution for legal and professional services firms. InterAction enables these relationship-based organisations to create the relationship intelligence they need to uncover new business opportunities. By including functionality for signature capture, engagement strength scoring and business development tracking and reporting, InterAction provides firms with a complete marketing and business development solution.

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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 organisations 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 organisations 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®.

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