

Client Advising programme delivers in-depth knowledge to support business needs

Company: Mishcon de Reya
Industry: Legal
Product: LexisNexis InterAction Client Advising Programme

Mishcon de Reya has had a long-standing heritage of excellent client service since its founding in 1937. Through the years the tools and technology which help drive this have advanced and in 2004 Mishcon de Reya implemented LexisNexis InterAction as the firm-wide Customer Relationship Management (CRM) solution.

Using LexisNexis InterAction, the firm has been able to personalise and enhance client service as well as track valuable relationship intelligence to drive new business opportunities. Additionally, InterAction serves as a central repository for all client and matter activity data.

After a number of years using InterAction and recognising the value of fully utilising the functionality, Mishcon de Reya formed a direct relationship with LexisNexis to develop their software environment to better support the business. The LexisNexis Client Advising Programme was used to support this relationship.

Making the investment work harder

Many professional services firms invest heavily in technology to help the smooth running of the firm and to improve customer relationship and marketing processes. However, most only use the basic functionality and never utilise the more sophisticated capabilities that enable firms to realise true return on investment.

As part of the Client Advising Programme, Mishcon de Reya was assigned a dedicated Client Advisor and professional services consultancy manager, who would be available to guide the IT and Marketing teams at Mishcon de Reya through any issues as well as to advise on new ways to use InterAction to garner the most benefit.

Through the Client Advising Programme, LexisNexis and Mishcon de Reya work closely together to ensure that the firm is maximising their knowledge of best practice, available technology and future LexisNexis Enterprise Solutions developments. Using that information Mishcon de Reya ensures their deployment is optimised to support their firm's business needs.

"It's the little things that make the difference," says Ben Swindale, Marketing Administrator, Mishcon de Reya. "Having a go-to person who understands our business, and our specific way of working really helps us to get the most out of InterAction".

Having a dedicated LexisNexis Client Advisor on-call means that the marketing and IT teams at Mishcon de Reya are always able to discuss upcoming campaigns and changing business objectives with them to learn about how InterAction can support obtaining maximum return on investment.

In-depth knowledge

With the help of the LexisNexis Client Advisor, Mishcon de Reya's marketing team have been able to streamline their campaigns and create carefully targeted communications.

"Being able to tap into the deep product knowledge of our Client Advisor has helped us maximise the functionality of InterAction which has made a real difference to our marketing," noted Ben Swindale.

Understanding the detailed relationship intelligence gathered by InterAction has allowed Mishcon de Reya to create a more personalised client experience which has led to high customer satisfaction and better campaign pick-up.

Thanks to the close working relationship and thorough understanding of the firm's business, the Client Advisor is able to quickly assist with any challenges faced by the Mishcon de Reya team.

LexisNexis also provides consulting services to Mishcon de Reya to ensure that the optimisations decided on by the firm are established efficiently in InterAction. This entails offering upgrade support to the internal Mishcon de Reya



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team and being on hand to assist with data flows and integration with the various IT systems in place.

“It has been fantastic to work closely with the team at Mishcon de Reya to help utilise the full functionality of InterAction,” commented Gina O’Connell, Client Advisor, LexisNexis. “Regular discussions around the firm’s plans and campaigns have given the LexisNexis Client Advising team insight into new ways of using InterAction to help achieve those objectives.”

About Mishcon de Reya

Founded in 1937, Mishcon de Reya is a London law firm offering a wide range of legal services to companies and individuals. In every area of the law that the firm operates, Mishcon de Reya prides itself in providing a best in class service to its clients.



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