



**Media Alert**  
**29 January 2015**

## **KPMG Luxembourg Signs Deal for Lexis® InterAction®**

*InterAction to help drive an information sharing culture across the firm*

[KPMG Luxembourg](#), a member of the KPMG global network of firms providing audit, tax and advisory services, has signed a deal for [Lexis® InterAction®](#), a proven customer relationship management (CRM) system for the professional services sector, from [LexisNexis® Enterprise Solutions](#), a provider of technology solutions. InterAction will be used by over 250 employees across the firm including partners, directors and senior managers alongside marketing and business development teams. The solution will put CRM at the centre of KPMG Luxembourg's business operation and reinforce a culture of information sharing across the organisation.

InterAction will facilitate a customer-centric approach to business. Once integrated with KPMG Luxembourg's practice management system, users will benefit from powerful relationship intelligence and a 360 degree view of its entire network of contacts, client organisations and prospects – right down to every single individual connection. This will enable KPMG Luxembourg to maximise the value of the firm's relationships by improving its go-to-market strategy and client and prospect communications. With InterAction being accessible from within Microsoft Outlook, users will not need to log in to a separate CRM system. They will have access to the most up-to-date and accurate data at the click of a mouse. In addition, when out of the office, users will be able to access data on their smartphones and mobile devices as easily as on their desktops.

The marketing department will benefit from efficiency gains. By managing marketing events using InterAction, the team will be able to structure targeted events while saving valuable time. Similarly, the business development team will have complete visibility of the firm's new business pipeline along with historic data on past wins and losses. This kind of analytical insight will help the team to devise successful business strategies in a timely manner to secure new customer wins.

KPMG Luxembourg chose InterAction for its proven integration capability with other business technology systems, the solution's flexibility to meet the firm's individual needs and LexisNexis' accurate understanding of the organisation's requirements. The ease of use offered by the dynamic integration between InterAction and Microsoft Outlook was a key factor in the firm's decision in favour of the solution.

"The realisation of the value that CRM delivers is fast growing in professional services firms across all geographies," commented Guy Phillips, Sales Director at LexisNexis Enterprise Solutions. "We are seeing growing interest across Europe for InterAction due to its inherent suitability for professional services firms. We are delighted to be working with an organisation of the caliber of KPMG."

The Lexis InterAction customer relationship management solution is designed for professional services organisations to help drive business relationships, accelerate firm growth and increase revenue. By providing powerful relationship intelligence that goes beyond 'who knows whom', the solution uncovers unanticipated risks, facilitates personalised and streamlined communications and enables execution of business development plans that can be measured by client, segment or industry - all enabling firms to deliver value and exceed client expectations. InterAction can be accessed by users from within Microsoft Outlook and also 'on the move' from a range of mobile devices.

###

### **About LexisNexis Legal & Professional**

LexisNexis Legal & Professional ([www.lexisnexis.com](http://www.lexisnexis.com)) 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. Part of Reed Elsevier, LexisNexis Legal & Professional serves customers in more than 100 countries with 10,000 employees worldwide.

As a leading provider of software platforms, LexisNexis® Enterprise Solutions ([www.lexisnexis-es.co.uk](http://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-grade business management solution powered by Microsoft Dynamics® AX.

###

**Media Contacts:**

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

Laura Whitehead  
Head of Marketing, LexisNexis Enterprise Solutions  
T: +44 (0)7795 801 553  
E [laura.whitehead@lexisnexis.co.uk](mailto:laura.whitehead@lexisnexis.co.uk)