



DWF Uses Lexis® InterAction® for Strategic Business Management

Lexis® InterAction®

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DWF Case Study

Industry: Law | Product: Lexis® InterAction®

DWF LLP is a business law firm employing over 2,000 staff in 12 office locations across England, Scotland and Ireland.

The firm also has an international presence, with offices in Dubai and Brussels. In 2013-14, DWF revenue increased by 32.4%, with a net profit growth of 29.6%.

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The firm has been using Lexis® InterAction® for approximately six years. Jez Mann, CRM Manager at DWF LLP, talks to LexisNexis Enterprise Solutions about how the firm's use of InterAction has evolved over the years.



Enterprise Solutions

Very briefly, what was the firm's original requirement for Lexis InterAction?

Jez Mann: Like most early adopters of CRM, InterAction was brought in initially to assist the marketing department to build a central contacts database, supporting communication related activities for client programmes.

How has the use of InterAction changed over the years?

Jez Mann: Substantial change has taken place over the last three years. We have taken a more strategic approach to how we use and maximise some of the benefits that InterAction has to offer. One of the ways we use the solution is around the strategic management of our client relationships. We use it to record, analyse and assess the frequency of our partners' engagement with our clients, as well as monitor the number and frequency of both touch points and interactions.

We use InterAction to track the value of the firm's opportunities and revenue pipeline. The InterAction Opportunities module gives us visibility of our revenue forecasts – enabling us to slice and dice revenue forecasts by practice group, products and by client partner teams across all our business areas.

InterAction has now become an important management and reporting tool for us. Reports generated from InterAction are used extensively to support business decisions; and intelligence from InterAction is reviewed at Executive Board meetings.

So, has the use of Lexis InterAction made a quantifiable difference to the business?

Jez Mann: Absolutely. It is our central data repository. We use its functionality across most areas of the business. From using the data for marketing purposes, communicating with our clients, recording client activities, monitoring the opportunity pipeline through to managing our products and bid conversion programmes.

Although you now consider InterAction a more firm-wide tool, is the marketing department still benefiting from Lexis InterAction?

Jez Mann: Yes of course, the solution underpins all our marketing activities and relationship programmes. Typically, we deliver over 250 seminars and events annually; all the data and client engagement information is driven through InterAction. We have also integrated software from other providers into InterAction. This is of great benefit to us as it demonstrates the flexible and adaptable nature of the product, making InterAction the central data hub in the firm.

Clearly, DWF's approach to CRM is mature and you have been able to achieve organisational buy-in. How has DWF accomplished this?

Jez Mann: Fundamentally, it's down to cultural change. Typically, law firms use CRM primarily as a marketing tool and it is also how we started out. But a CRM system's true value is derived when it is used as a business information and management system. The more one uses it as a serious, strategic management tool, the results start speaking for themselves and organisational buy-in begins to happen naturally. Incremental new ways of doing things instinctively, irreversibly transforms the culture of the organisation. It's not something that happens overnight, it's an evolutionary process.

For us today, InterAction serves as a platform for a client development strategy centred on business growth. We will continue to build on this.

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Lexis InterAction®

For more information

To find out more about **Lexis® InterAction®** and to discuss your company's specific business requirements, please visit: www.lexisnexis-es.co.uk/interaction

e-mail salesinfo@lexisnexis.co.uk

or call **+44 (0) 113 226 2065**

to speak to a LexisNexis Enterprise Solutions consultant.



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