



Sharpen your business development focus by identifying client groups that produce the greatest value

Make Sound Business Development Decisions with LexisNexis® Client Analysis

LexisNexis® Client Analysis—Sharpen your business development focus by identifying client groups that produce the greatest value. At a time when law-firm marketers need to carefully prioritise their resources, firms are gaining a significant advantage by developing a complete client picture based on value. With LexisNexis Client Analysis, you can identify the client groups that produce the most value for your firm over time—as well as groups that have potential to produce more value in the future.

Use LexisNexis Client Analysis to gain practical business and client insights:

Gain business insights to determine your focus

Quickly identify strategic segments of opportunity within your firm’s client base to effectively prioritise marketing and business development plans. With easy access to financial analytics, client relationship management (CRM) data and competitive intelligence, you can quickly identify the clients and segments most likely to deliver the greatest opportunity for expanded business relationships.

Gain client insights to plan strategically

Client profiles and distinct segmentation help you surface vital information. When you create portraits of clients based on their history, your firm can plan strategically based on accurate information. LexisNexis Client Analysis gives you a 360° view of your existing clients across offices, as well as practice and industry groups.

Track client performance to maximise ROI

Use the tracking tools in LexisNexis Client Analysis to understand trends and opportunities—and maximise your marketing return on investment (ROI).

- Analyse which clients are growing or declining.
- Identify patterns in a partner’s book of business.
- Follow the progression of client cross-sell.
- Understand the relationship between client age and client life cycle.
- View trend analysis across clients and groups.
- Track the trends within different client segments.

View the analysis you need

Convenient tools give you flexibility to meet specific business needs in a simple, web-based application.

Self-service access: Easily sort and filter client data in a multi-dimensional environment to create list views across various client segments. Metrics go beyond hours, bills and cash to include cross-sell, consistency percentage, number of partners, number of new matters, etc. Data is updated nightly.

LexisNexis Client Analysis Self-Service Analysis

Actions Help

Filters

Currency

GBP

Related Client Firm Rank

1

Time Period

Rolling 12 Months

Related Client Stages

☐ New & Renewed

☐ Thriving

☐ Growing

☐ Stable

☐ Declining

☒ At Risk

☐ Dormant

☐ Lost

Related Client Ages

Office (B)

Related Client Deciles

Department (B)

Billing (B)

Starts With Contains

Search

Reset

View Filters

Rows Per Page: 25

Find:

	R12 Rank	All Relationships	Cross-Sell %	Periodic Billing Real. % (vs. Std.)	Periodic Fees Billed	Periodic Fees Collected	Consistency	Client Investme
3	Arizona Alpha Manufacturing LLC (010665)	48%	90%	£3,853,277	£4,077,559	55		
13	Arizona PI Imports Industries (015986)	42%	99%	£2,390,666	£2,676,352	0		
2	Arizona Tau Exports Corporation (011628)	6%	85%	£5,470,865	£5,988,484	44		
12	First Chi Bank Corporation (016344)	3%	102%	£2,316,045	£1,238,046	18		
6	Georgia Kappa Audio LLP (056843)	49%	94%	£2,793,856	£2,847,001	32		
8	Georgia Omega Mining Industries (047000)	43%	89%	£3,056,258	£3,537,333	2		
14	Last Eta Automotive Company (011909)	3%	93%	£2,125,960	£2,207,456	33		
18	Last Iota Exports Corp. (016859)	0%	0%	£0	£0	24		
7	National Omega Imports Group (081828)	26%	88%	£2,227,275	£1,581,964	45		
21	North Lambda Mining Co. (015033)	49%	93%	£1,386,814	£1,261,515	31		
5	Northeast Kappa Electronics Industries (013089)	24%	100%	£3,603,474	£2,975,873	60		
15	Northeast Phi Utility Group (088606)	10%	90%	£1,752,624	£2,056,597	0		
23	Northeast Psi Software Inc. (081714)	11%	86%	£1,618,828	£1,768,036	16		
	Total/Average	19%	83%	£60,465,581	£59,488,796	30		

Total Hours

4631 66281

Periodic Fees Billed

0 6931579

Periodic Fees Collected

0 6481827

R12 Rank

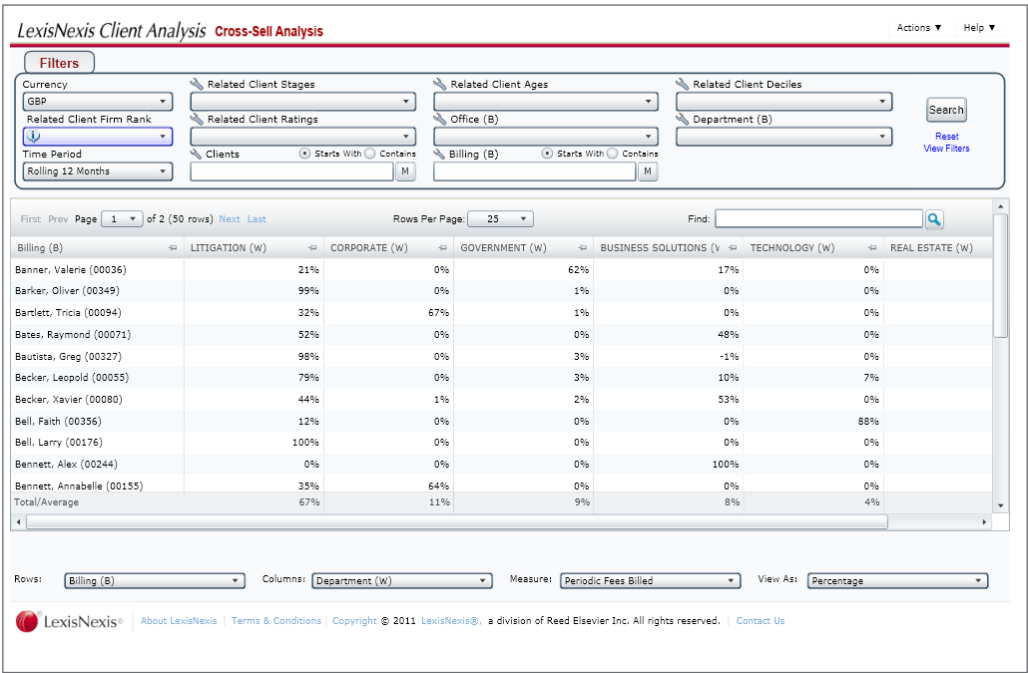
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Self-service filters help you focus on client stage of life, client business “rating,” decile, industry and more.

Cross-sell analysis: Create custom intersections of data to illustrate cross-sell by clients, billing vs. working groups, import-export, etc. You can include multiple metrics such as cash, bills, production value and hours.



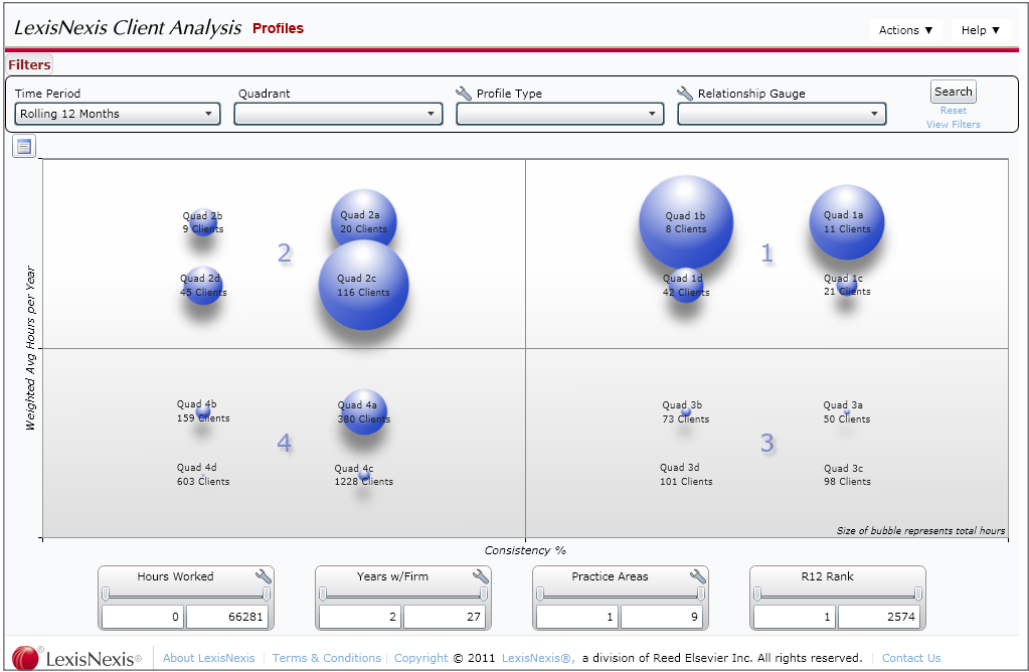
Gain quick access to information across clients and groups; filter the data to pinpoint cross-sell activity and identify targeted clients.

Trend analysis: Report on activity over time—compare results and metrics over years, quarters and rolling 12-month periods. With distinct segmentation filters, you can view the last five years of new matters opened, cross-sell, number of partners and other trends. Flip to a chart view for a more visual depiction of trends.



Compare results over time with Trend Analysis.

Profiles: Using the concept of “life time value” – the creation of Profiles allows firms to identify clients that are of high value over time and identify clients in other important segments, such as those that have potential to be strong performers, and clients that once were strong performers but have dropped off in recent years



Create client profiles depicting detailed segmentation analysis. Understand your current base of business using quadrant analysis, reflecting consistency of work flow and number of hours worked. You can also use profiling to assess complex aspects of lifetime working relationships.

Get the tools you need to make sound business development decisions

For more information

To find out more about LexisNexis Redwood Analytics and to discuss your firm’s specific business requirements, please visit www.lexisnexis.co.uk/enterprisesolutions, email salesinfo@lexisnexis.co.uk or call +44 (0)1132 262065 to speak to a LexisNexis Enterprise Solutions consultant.

