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## **Property Sector Consultancy, Watts Group, Invests in Strategic Customer Relationship Management**

*CRM system, Lexis® InterAction®, live at Watts Group's eight offices across the UK and Northern Ireland*

Leading consultant to the property and construction industry, [Watts Group PLC](#), has implemented [Lexis® InterAction®](#), a reputable customer relationship management (CRM) system for the professional services sector, from [LexisNexis® Enterprise Solutions](#), a provider of content and technology solutions. The solution is assisting Watts in achieving its strategic business targets through the adoption of the [CRM](#) discipline for new business development, improved client communication and enhanced customer care. InterAction is available to users in Watts' eight offices across the UK and Northern Ireland.

InterAction is facilitating a coherent and consolidated approach to sales pipeline management. Unlike previously when business development activity was monitored via spreadsheets by individual offices, InterAction has enabled a centralised approach. All the offices now follow a uniform methodology for business development and have complete visibility of the organisation's sales pipeline.

"A unified, company-wide approach to achieving our business goals is important and InterAction has enabled us to streamline our business processes for marketing and business development," explained Rob Hillman, Director of Watts and part of the UK management. "Already in a short space of time, we can see the benefits of CRM. Our aim is to put CRM at the core of our business operation and make it the default location for all client and business development related activity."

For the first time, Watts has a more holistic view of clients. The solution serves as a central repository of information, offering a 360 degree view of every single contact. InterAction stores historical records of communication, phone calls, client requests and any other client-related activity. Cumulatively, the information throws up extraordinary relationship intelligence that Watts is able to leverage for business advantage.

Watts chose InterAction for the solutions proven suitability for professional services organisations; and LexisNexis' understanding of the firm's requirements.

"We are seeing growing interest for InterAction in the property consultancy sector," said Laura Whitehead, Head of Marketing, LexisNexis Enterprise Solutions. "The construction market is set to grow offering significant new business opportunities to consultancies. There is recognition in the sector that a premeditated approach to business development, client engagement and relationship management will be crucial to gaining a slice of the pie. We are delighted to be working with Watts."

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.

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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.

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