

# Thorntons Law LLP Case Study

Company: Thorntons Law LLP  
Industry: Law  
Product: LexisNexis® InterAction®

## Thorntons Measures Financial Value and Risk of Clients Using LexisNexis InterAction

Thorntons is one of Scotland's leading full service law firms with 28 partners and over 270 staff. The firm provides legal solutions to a wide range of business sectors including creative industries, education, healthcare, real estate, housing associations and leisure, hospitality and licensing sectors. The firm also has a large private client practice offering advice on family law, residential property as well as a dedicated financial and investment division.

Andrew Mudie, Business Analyst at Thorntons Law LLP, talks to LexisNexis InterAction, a customer relationship management (CRM) system, about the business benefits of the solution for the firm.

### What client relationship management issues did Thorntons face prior to adopting LexisNexis InterAction?

**Andrew Mudie:** We did not have full visibility of all the different types of relationships we have with our clients. To illustrate, if Thorntons was providing personal financial advice and corporate legal services to Mr. Jones and his company, the two relationships were being recorded as two separate clients in Elite, our practice management system. This made it difficult to assess the financial value of Mr. Jones and any potential risk that he posed to the firm. From a client services perspective, this lack of visibility and transparency hindered the firm from offering other services that could potentially benefit Mr. Jones.

Further, our previous CRM system did not integrate with Elite. Client data had to be separately held and entered into the two systems. This made the accuracy and integrity of the data held in the CRM system questionable as it was not the primary system where data was regularly updated.

### What steps did Thorntons take to overcome these problems?

**Andrew Mudie:** Our previous CRM solution had come to the end of its product lifecycle, making it an opportune time for us to investigate the market for the latest CRM technology. We selected LexisNexis InterAction based on its proven reputation in the legal sector, technical superiority and ability to provide relationship intelligence as opposed to a database of contacts. The solution easily integrates with third party systems, and users can access InterAction directly via Outlook, which makes it accessible for use.

Prior to implementing InterAction, we undertook a thorough appraisal of the way we created and incepted clients and matters, creating new workflow processes for these tasks. This involved a complete change in mindset and approach for the firm, but was crucial to making sure that we did not encounter the issues that we suffered from previously. We also underwent a data amnesty to cleanse and update the existing database before transitioning to InterAction.

### How is Thorntons benefiting from LexisNexis InterAction?

**Andrew Mudie:** We now have a 360 degree view of every single private and business client including the services we provide, full historical background, right down to the details of people who liaise with the firm on clients' behalf for the



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various services provided. InterAction is able to connect all the information relating to the various 'client numbers' in Elite, giving us a complete picture of every single contact – regardless of the fact that the contact may be recorded as a separate entity multiple times in Elite due to varying relationships with the firm.

We have a true indication of the financial value of every client to the business. Cumulatively, we have a good idea of our most valuable and most at risk clients and relationships. The solution also shows the complex connections across the firm's collective network of contacts, organisations, relationships, experience and expertise. This level of insight is very valuable to the firm.

In difficult economic conditions, it is harder to secure new business. Now with a better understanding of our customers, we are able to introduce clients to other parts of the firm; as well as devise new products for their benefit.

We truly have a business development tool in InterAction, as opposed to a database and sales and marketing solution that a lot of CRM tools tend to be.



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