# Watson Farley & Williams LLP

# Case Study

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| Company: | Watson Farley & Williams LLP |
| Industry: | Law |
| Product: | Lexis® InterAction® |

**Lexis® InterAction® Allows Watson Farley & Williams to Centralise and Streamline Business Development and Marketing across 14 Offices.**

International law firm, Watson Farley & Williams LLP (WFW), commands a leadership market position in the international finance and investment, maritime and energy sectors. In addition, the firm also specialises in legal services for the natural resources, transport, real estate and technology industries. WFW has 14 offices across Europe, the middle East, Asia and the US.

The firm is a long standing user of CRM solution, Lexis® InterAction®. Sally Whittaker, CRM Manager at Watson Farley & Williams, talks to LexisNexis® Enterprise Solutions about the benefits of the discipline to the firm.

## How is Lexis InterAction used in the firm?

**Sally Whittaker:** We rolled it out across our office in 2009 and today there are over 1500 users of the system. With this level of adoption, I think it is fair to say that CRM is embedded in the culture of our organisation. InterAction is central to our business development and marketing activities. Typically we organise anything between 75-80 events worldwide every year.

All communication for these events – right from creating mailing lists to pre and post event correspondence is conducted via InterAction. The system is our central, single resource for all contacts, so we are always confident that the information residing in it is accurate and the most update it can be.

## Are there any campaigns that you feel were especially successful because of InterAction?

**Sally Whittaker:** Recently we undertook a major categorisation project as part of a business development push in the energy and maritime sectors. We evaluated all our contacts in InterAction and categorised them into the various sub-sectors within energy and maritime. In addition, InterAction allowed us to categorise every single contact based on the strength of relationship the individuals had with the firm across our global operation. The insight that this exercise provided was very powerful as we were then able to identify the gaps in our knowledge and relationships with decision-makers we wanted to actively pursue for business in these sectors.

This level of granular detail on our network of contacts would not have been possible without InterAction. The solution analyses the connections between people, companies, relationships, experience and expertise, that is impossible to do manually.

## Did you need to customise the solution to make it suitable to WFW's business operation?

**Sally Whittaker:** Reporting is a critical function for us and so over the years we have fine-tuned it for our needs. For example, we have created activity reports both in PDF and Microsoft Excel formats that allow for customised editing. This, in addition to the functionality that the solution offers, has made our reports precise and insightful. We regularly run reports prior to client meetings as most customer-related activity is recorded in InterAction. InterAction offers us a view on the strength of our relationships with clients. It is truly relationship intelligence. On a single contact, we get a 360 degree view – which of our employees know the contact, how many times have each of them met the individual, who has the best and most current relationship and the like. Similarly, we can also determine how well we are servicing customers, where there are gaps in our service, where there are cross-selling opportunities, and perhaps even where more needs to be done to ensure client satisfaction.

LexisNexis® Enterprise Solutions

Interestingly InterAction contributes towards fee earner appraisals. Managing partners use annual business development activity reports to track the personal objectives and goals of fee earners.

### It is interesting that you have secured fee earner adoption of the system, an area that many firms struggle with. Was there a specific approach you took?

**Sally Whittaker:** When the system was initially rolled out there was a huge emphasis on the benefits of the system and we regularly produced reports to back this up. We have created a business development Activity Pad, so every time a client or target meeting is held, fee earners fill in details of the meeting using the Pad and their personal assistants transfer the information into InterAction. We have also recently re-designed the Pad to include sector/service categorisation fields to accurately segment our contacts; and to record relationship strength. This allows us to track how well a contact is known within the firm and how strongly the relationship is developing.

Over time, fee earners have realised the benefit of getting a complete view on their contacts and customer organisations. This has become self-perpetuating – the more they put into InterAction the better the intelligence and information they get out of it.

### Are there any further plans to optimise the use of InterAction?

**Sally Whittaker:** We have full integration with our billing system, which allows us to run billing and activity reports. Combining relationship intelligence with financial information gives us a holistic picture of our best customers and the strength of our business – so that we can continuously enhance and improve our offering and service levels. It also helps us identify where perhaps we can develop new offerings to better service our clients. This said, a CRM project is never a one-off. There is always more one can do with the discipline. It is all about continuous optimisation.