LexisNexis® InterAction® Strategic Account Management (SAM) – High Level Product Overview

Achieve greater collaboration, efficiency and marketing effectiveness in your firm with InterAction Strategic Account Management (SAM).

Easily post and view marketing plans, reports, contact lists and more using the Client Team Workplace and user home page.

- No need to attach materials to e-mail messages. Just link to SAM, and everyone is "on the same page."
- Benefit from secure, concurrent user access to SAM from external locations
- Easily search, filter and sort data.

Record and share objectives critical to the success of each client team: focus on client satisfaction, market share, etc.

Develop a plan to strengthen relationships between key client contacts and team members at your firm.

Assign tasks to team members, track progress at the tactical level based on firm standards, receive task notifications and report on the outcomes.

Leverage your existing InterAction relationship intelligence - activities, appointments, matters, opportunities, engagements and more - to optimise your strategic initiatives.

Share competitor data pertaining to specific clients to fine-tune your team objectives.

Set, track and update revenue goals vs. actual as your plan progresses, and share the information via SAM.

Keep your teams on top of client challenges to foster collaborative solutions.

Key Benefits

Feature	Benefit
Client team workplace And user home page	Allowing for team/firm collaboration, synergy, process enforcements, improved efficiency and effectiveness
.Net based architecture (Framework and API)	Providing compatibility with SharePoint, flexibility and configurable web parts
Task management and Action plans	Creating an easier way to identify and track progress at a tactical level with an organised process to support firm standards
Revenue goal tracking	Providing the ability to track and update revenue goal vs. actual from external system for effective reporting
Key objectives	Providing the ability to record all objectives that are critical to the success of the client team, such as customer satisfaction and market share goals
Relationship goals	Identifying those contacts at the client that are critical to the success of the plan and develop a plan to strengthen relationships between these contacts and members of the client team
Client issues	Sharing challenges that the client is experiencing to increase team awareness and/or provide potential new opportunities
Competitor data	Recording what type of work the client is currently spending their money on and with whom to focus/ support team objectives
Core interaction data	Leveraging all activities, appointments, additional information, Matters, Opportunities, Engagements, and relationship data already stored in InterAction

Features and benefits if you already own InterAction

Strategic Account Management introduces a number of new features that go beyond contact management, marketing automation and relationship intelligence, which are already offered by InterAction. These new features include:

- Ability to set and manage goals by revenue targets, relationships and customer satisfaction
- Strategic Account Management users can also create customized goals to suit corporate or team needs
- Ability to broadcast from within the Strategic Account Management application, with announcements to the entire team, wherever they may be located
- Task management and notification
- Management of client issues and tracking of opportunities

For more information

To find out more about LexisNexis Strategic Account Management 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.