



Because relationships are your  
accounting firm's most important asset

## LexisNexis® InterAction® for Accountancy Firms

Leverage who and what you know with the power of **LexisNexis InterAction**. An accounting firm's most valuable assets are the relationships it nurtures with clients and prospects. Successful firms know this. That's why over 600 professional services firms choose **InterAction** to help them leverage these relationships to increase new client revenue and improve client loyalty.

By giving partners the ability to proactively manage and leverage all client and prospect communications, **InterAction** creates a significant advantage for your firm – especially in an industry where meeting growth and client satisfaction objectives is becoming an even greater challenge. **InterAction's** flexible and uniquely designed architecture delivers Relationship Intelligence throughout the firm quickly, efficiently and cost-effectively.

Relationship Intelligence takes client relationship management to a new level by helping your firm reveal the complex connections among people, companies, relationships, experience and expertise – enabling professionals to leverage who and what they know to uncover new revenue opportunities. And because **InterAction** is Internet-enabled, Relationship Intelligence is accessible anytime, anywhere. With **InterAction**, your business development and client management efforts are well organized and your communications are streamlined and predictable.

## Exceed Client Service Expectations

Quality client service relies heavily on keeping professionals informed about client and prospect activities.

**InterAction's** My Watch List™ ensures that you are kept in the loop by automatically notifying you when someone in your firm interacts with, or updates information about your key contacts.

Optional related modules are available for **InterAction** that gives firms the ability to create, track and profile engagements and opportunities that are critical to the management of client relationships.

Keeping current on client and prospect activities ensures that you are well informed and gives you the tools necessary to deliver exceptional client service and strengthen client retention.

## Leverage Relationships to generate more Revenue

Whether you're pursuing additional opportunities with current clients or targeting new business, **InterAction's** Who Knows Whom™ and Relationship Map™ functionality help determine who else in the firm knows a contact and the nature of this relationship. Identifying these critical connections enables professionals to maximise the

firm's network of relationships to help close business. A vital component to generating new business is ensuring the integrity and accuracy of your client and prospect data.

Maintaining reliable information helps funnel communications to the right people, providing vital support for your business development efforts.

**InterAction's** powerful data quality tools and data change management rules help maintain accurate information, thus increasing user confidence in the data and reducing the ongoing total cost-of-ownership.

## Strengthen employee retention and productivity

Supporting a partner's or professional's need to generate business can have a major impact on employee performance. **InterAction** helps retain and utilise staff more effectively by providing the best tools available for servicing clients and prospects. By delivering information throughout the firm immediately, intuitively and with little learning curve, **InterAction** simplifies the process for gathering up-to-date client and prospect information. **InterAction's** Related Contacts functionality reveals subtle interrelationships among clients and prospects, enabling you to quickly identify critical connections that would otherwise be difficult to

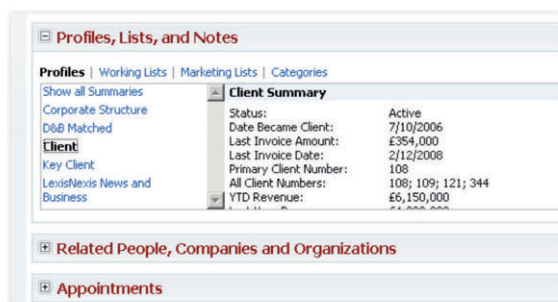
uncover. **InterAction** also integrates seamlessly with Microsoft® Outlook®, Lotus Notes® and Novell® GroupWise®. Calendar integration and activity logging is available with Outlook and Notes, simplifying the process for gathering up-to-date client information.

Streamlining your method for gathering contact information will improve communications and increase employee confidence and productivity.

## Work with your firm's culture – not against it

**InterAction** is designed for the way you do business, so your firm spends less time implementing the solution and more time utilising it to develop client relationships. **InterAction's** flexible architecture integrates with your firm's third party applications such as personal contact managers, human resources and time and billing systems to give you a 360° view of a client or prospect. **InterAction** can also integrate with information from external systems like Windows NT, LDAP, etc. and synchronise directly with Microsoft Outlook, Lotus Notes and Novell GroupWise.

With over 18 years in development, **InterAction** embraces the various needs of your firm and fits within the framework of how you do business.



The Company overview screen gives professionals a 360° view of client or prospect information

Company	Type	Summary
Intel (UK) Ltd	Read Article Online	New IP Partner Joined Firm
Intel (UK) Ltd	Read Article Online	New IP Partner Joined Firm
Intel (UK) Ltd	Employment Change	Jane Tarnoff, VP of Finance, has been employee of Intel (UK) Ltd and is no longer employee of Intel Corporation
Intel (UK) Ltd	Employment Change	Michael Arnold, Practice Group Head, has as an employee of Intel (UK) Ltd and is as an employee of Eversheds
Intel (UK) Ltd	Phone Call	Financial Update Meeting with Jane
Intel (UK) Ltd	Phone Call	Financial Update Meeting with Jane
Intel (UK) Ltd	Meeting	Client interview on site with Ed Roberts Valencia
Intel (UK) Ltd	Reminder	Monthly status call
Delta Airlines Incorporated	Meeting	Executive Meeting on Contract

**InterAction's** My Watch List function automatically provides the professional with notification and details when anyone in the firm enters information about a specified contact.

## For more information

To find out more about **LexisNexis InterAction** and to discuss your firm's specific business requirements, please visit [www.lexisnexis.co.uk/enterprisesolutions](http://www.lexisnexis.co.uk/enterprisesolutions) email [salesinfo@lexisnexis.co.uk](mailto:salesinfo@lexisnexis.co.uk) or call +44 (0) 1132 262065 to speak to a LexisNexis Enterprise Solutions consultant.