Because relationships are your law firms most important asset

LexisNexis® InterAction® for law firms

A law firm's most valuable assets are the relationships it nurtures with clients and contacts. Successful law firms know this. That's why nearly 80% of the AmLaw 100 choose LexisNexis InterAction as their client relationship management tool.

Building and maintaining long lasting relationships with clients is key to a law firm's success. Having access to the right information, when and where it's needed, is critical. **InterAction** makes it easy to aggregate scattered data such as client profiles, matters, notes and activities, and transform this data into the Relationship Intelligence your firm needs to make critical business decisions.

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 firms reveal the complex connections among people, companies, relationships, experience and expertise – empowering professionals to leverage who and what they know to uncover new revenue opportunities.

With **InterAction**, your business development and marketing efforts are well organised and your communications are streamlined and predictable. And because **InterAction** is Internet-enabled, Relationship Intelligence is accessible anytime, anywhere.

LexisNexis®

Enterprise Solutions

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

Optional related modules are available for **InterAction** that gives firms the ability to mine matters for firm or firm personnel experience, import existing matters from external systems, track matter membership, manage distribution lists and view all matters related to a specific contact. Keeping current on client and prospect activities ensures that you are well informed and gives you the tools necessary to deliver exceptional client service.

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. Related Contacts functionality also reveals subtle inter-relationships among clients and prospects, enabling you to quickly recognise connections that would otherwise be difficult to uncover. Identifying these critical relationships enables professionals to maximise the firm's network of relationships to help generate more revenue.

Gain immediate value from your investment

InterAction delivers information throughout the firm immediately, intuitively and with little learning curve. The unique security features of **InterAction** give professionals greater control over the information they share including the ability to allow them to accept or decline changes made to their contacts.

Data stewards can take advantage of **InterAction's** powerful data quality tools and data change management rules to help ensure the ongoing integrity and accuracy of Relationship Intelligence, reducing the ongoing total cost-of-ownership. Eliminating risk to professionals and reducing time spent on data administration promotes firm-wide participation and enhances the overall user experience.

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 time and billing.

HR and accounting 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 or Novell GroupWise. **InterAction** makes it easy to share data while accommodating a professional's need for privacy and confidentiality.

Enhanced security features and data change control options allow professionals to selectively share information about contacts without sacrificing control over what data, if any, can be modified on their individual contacts. With over seven years in development, **InterAction** embraces the various needs of your firm and fits within the framework of how you do business.

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 , email salesinfo@lexisnexis.co.uk or call +44 (0) 1132 262 065 to speak to a LexisNexis Enterprise Solutions consultant.