



Lexis®InterAction® - a Centralised
Customer Knowledge Source at
Arendt & Medernach

Lexis®InterAction®

Arendt & Medernach Case Study

Industry: Law | Product: Lexis® InterAction®

This case study highlights the value that Arendt & Medernach, an independent law firm in Luxembourg, is deriving from InterAction. It also explains why the firm invested in the solution in the first place.

Arendt & Medernach is a leading independent business law firm in Luxembourg. The firm's international team of more than 275 legal professionals represent national and foreign clients in all areas of Luxembourg business law from its local and foreign offices in Dubai, Hong Kong, London, Moscow and New York.

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Lexis® InterAction® is the CRM solution of choice at the firm. *Michaël Théréau, Business Development Manager & Head of CRM at Arendt & Medernach, talks to LexisNexis Enterprise Solutions about the value that the solution delivers to the organisation.*



Enterprise Solutions

Let's begin by asking, why has the firm invested in CRM?

Michaël Théréau: We see CRM as an important business function not just for the relationship management capability it provides, but because it gives us a clear understanding and knowledge of our client base – which in turn enables us to deliver an ever increasing quality of service to customers.

Also, we have highly experienced business development and marketing teams, but it's essential that they have the right tools to assist them in achieving their goals and those of the firm.

"The 360 degree view that InterAction provides on every single contact within our firm's network is exceptionally valuable."

What system were you using for CRM previously and why did you move to InterAction?

Michaël Théréau: Our incumbent system served us well, but reached its limit in comparison with current CRM standards. So we employed a consulting firm to run a rigorous and exhaustive RFI process to help us select a CRM solution that would meet our needs. We chose InterAction – the functionality the solution offers for law firms is superior to other systems on the market. LexisNexis has been very successful in deploying InterAction in law firms across Europe and is widely recognised for customer care too.

With your InterAction implementation recently completed, what are your aspirations for the solution at Arendt & Medernach?

Michaël Théréau: We are still in the early stages of adoption, but eventually over 450 users across our six offices have access to InterAction including lawyers, personal assistants, business development, marketing, human resources and communications – in addition to other support functions such

as Know Your Customer (KYC) and knowledge management. InterAction will serve as the centralised knowledge source dedicated to clients in the firm. To this end, there are many additional elements to the deployment. We are implementing the InterAction Matters module to give users access to information on past and present matters with all the required security barriers. This kind of management information, combined with the relationship intelligence that the solution provides, will help enhance client service as well as strategically drive business development and cross-selling initiatives.

How is InterAction helping the firm presently?

Michaël Théréau: With the implementation complete for legal professionals and the marketing department, the solution is already making an impact. Legal professionals have quick access to contact details, and they are becoming increasingly confident that the data they are using is up to date. The 360 degree view that InterAction provides on every single contact within our firm's network is exceptionally valuable. To give you an idea, when we implemented the solution, we gained around 25 percent of contacts when we synchronised InterAction with Microsoft Outlook. All users of InterAction at the firm have access to these contacts, which offer the potential of establishing new relationships and possibly securing new business for the firm. The solution is truly a central resource for contacts at the firm.

Similarly for marketing, processes are more streamlined. Data in InterAction can be categorised in multiple ways based on specific campaigns. The accuracy is telling. The department has seen a marked reduction in email bounce backs and cancellation of newsletter subscriptions.

Legal professionals and partners are especially benefiting from InterAction for Mobile. They are able to access important client and relationship related information on the 'go'.

What level of marketing activity takes place in InterAction?

Michaël Théréau: Practically everything is done in the solution. InterAction allows our event teams to efficiently manage many more events with the same number of personnel.

InterAction is integrated with our eMarketing platform, Vuture Vx, which has made our email marketing campaigns very efficient and offers more advanced reporting functionalities.

How did you facilitate user adoption?

Michaël Théréau: We took a change management approach to encouraging adoption of the solution and a fair amount of time has been invested in the programme, which continues to this day. We created a dedicated group that represented different types of users – practitioners, support, marketing and business development and so on. The feedback we received from this user group helped validate our approach to the solution and also helped confirm the value that the solution would provide to the business.

Prior to roll out, we executed an internal campaign to communicate how InterAction would help individuals in their day to day activity. We also set up customised training and after the go-live we launched “floor training” - a team of InterAction super-users who were made available for a couple of weeks to answer any questions related to the software during and just after the go-live. This said, for partners and legal professionals, the integration with Microsoft Outlook did a fair amount of the work for us. Legal professionals started using InterAction immediately as the solution is accessed from within Outlook. This automatically accelerated adoption. Also InterAction for Mobility is a handy tool that legal professionals instantly recognised the value of.

Are you seeing any benefit of InterAction at a business level?

Michaël Théréau: Reporting is the big one. We produce in the region of 50 reports per month ranging from a list of contacts in a given geographical area to a complete view of a client with its activities and relationships. We also create a monthly dashboard that allows us to track key performance indicators pertaining to the use of CRM in the firm. This gives us good insight into where we can improve our adoption of CRM. We are looking to develop this functionality further.

InterAction is an ongoing initiative. Our aim is to build on what we have achieved so far and increasingly use it as a business tool rather than purely a CRM solution.

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For more information

To find out more about **Lexis[®] InterAction[®]** and to discuss your company's specific business requirements, please visit: www.lexisnexis-es.co.uk/interaction

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