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Lexis® InterAction® New Customer Deals Grew by Over 25 percent in 2013

[LexisNexis® Enterprise Solutions](#), a leading provider of content and technology solutions, saw new customer deals for its CRM solution [Lexis® InterAction®](#) grow by over 25 percent in 2013 over the previous year. Today, InterAction is deployed in 54 per cent of the Legal IT Insider top 100 law firms. In addition to new customers in the UK, InterAction further strengthened its presence in the Benelux, Scandinavia and Eastern Europe. New customers included legal and accountancy firms as well as organisations in the banking sector.

The common reasons cited by organisations for selecting InterAction were a proven solution for the professional services market; its exceptional relationship management capability; and LexisNexis' reputation for successful CRM deployments – regardless of firm size and geographic spread.

"CRM adoption is once again picking up steam in the UK, across Europe and further East," explained Andy Sparkes, General Manager, LexisNexis Enterprise Solutions. "Recent economic pressures increase the need for first class customer relationship management to underpin more proactive strategic business development activity and revenue generation. In an increasingly competitive environment, firms don't have the bandwidth to experiment with solutions and so 'getting it right' the first time is imperative. InterAction is specifically designed for the needs of professional services organisations and we have a long track record of successful and rapid deployments – all of which makes InterAction ever more credible. Based on the expressions of interest we are seeing currently, we have every reason to believe that 2014 will be equally successful."

Guy Harles, Chairman of Luxemburg-based law firm Arendt & Medernach's Management Board, affirmed Sparkes' observations. Harles commented, "Today, a CRM-centric approach to business is vital. The increased market competitiveness is making a tailored approach to client relationship management essential. LexisNexis' deployment methodology, customer support and flexibility were key success factors for the implementation of InterAction in our firm."

All InterAction customers benefit from exceptional ongoing support for the solution through LexisNexis Client Advising Services post deployment. This unique, complimentary programme is highly valued by customers as it helps firms adopt industry best practice, better utilise the solution's functionality and optimise value of the solution to the business on a day-to-day basis.

The Lexis InterAction customer relationship management solution is designed for professional services organisations to help drive business relationships, accelerate firm growth and increase revenue. By providing powerful relationship intelligence that goes beyond 'who knows whom', the solution uncovers unanticipated risks, facilitates personalised and streamlined communications and enables execution of business development plans that can be measured by client, segment or industry - all enabling firms to deliver value and exceed client expectations. InterAction can be accessed by users from within Microsoft Outlook and also 'on the move' from a range of mobile devices.

About LexisNexis Legal & Professional

[LexisNexis Legal & Professional](#) is a leading global provider of content and technology solutions that enable professionals in legal, corporate, tax, government, academic and non-profit organisations to make informed decisions and achieve better business outcomes. As a digital pioneer, the company was the first to bring legal and business information online with its Lexis® and Nexis® services. Today, LexisNexis Legal & Professional harnesses leading-edge technology and world-class content, to help professionals work in faster, easier and more effective ways. Through close collaboration with its customers, the

company ensures organisations can leverage its solutions to reduce risk, improve productivity, increase profitability and grow their business. Part of Reed Elsevier, LexisNexis Legal & Professional serves customers in more than 100 countries with 10,000 employees worldwide.

As a leading provider of software platforms, [LexisNexis® Enterprise Solutions](#) works with customers to drive productive, efficient and reliable business decisions. Its solutions include Lexis® Visualfiles®, for case management and workflow; Lexis® Redwood Analytics®, for business intelligence and budgeting software and services; and Lexis® InterAction®, a customer relationship management tool and LexisOne™, an enterprise-grade business management solution powered by Microsoft Dynamics® AX.

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