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LexisNexis® Enterprise Solutions Expands Client Advising Services for Lexis® InterAction® in APAC, Following EMEA Success

Tennille Roache joins from international litigation law firm, Kennedys, to support programme in APAC

LONDON, U.K., 11 May 2015 – LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a provider of technology solutions to professional services firms, has expanded the company's highly commended Client Advising Servicing programme for customers of its CRM solution, Lexis® InterAction® in the Asia Pacific (APAC) region, following the initiative's enormous success in Europe, Middle East and Africa (EMEA). To support the initiative, Tennille Roache has joined the company as Client Advisor from Kennedys, a leading international litigation and dispute resolution specialist, where she was Client Development Systems Manager.

Based in Australia, Roache will engage with the company's InterAction customers across APAC to help them fully embrace the CRM discipline and maximise the value of InterAction to their organisations. This includes helping firms to develop CRM strategies to support the larger goals of their business, enabling organisations to adopt industry best practice, delivering training programmes to encourage adoption and much more.

The Lexis Client Advising Services is a free-of-charge offering to customers to enable them to derive maximum business benefit from their investment with LexisNexis. It is led by professionals experienced and qualified in Business Development, Marketing, Business Analysis and IT; and who have previously worked in professional services firms. LexisNexis Client Advisors draw on their experience and on industry best practice, to deliver objective advice to InterAction customers on how best to use the system.

"The introduction of our Client Advising Services in APAC is a direct response to the needs of our customers," commented Guy Phillips, Sales Director at LexisNexis Enterprise Solutions. "Tennille's credentials are perfect for the role of Client Advisor. She has extensive consulting experience in law firms where she has driven the adoption of CRM systems and optimised their use for tangible business gain. We are delighted to have her on board, our customers will benefit greatly from her expertise."

Roache has worked in marketing and communication for professional service organisations for over 14 years. Through various roles in law firms, she has helped organisations adopt client relationship management techniques – managed through a central system, to support growth from domestic, office centric environments to global organisations. Most recently, Roache facilitated the deployment of InterAction across 12 European offices of a global law firm. Through the numerous projects she has undertaken, Roache now specialises in repositioning misunderstood systems in professional services organisations.

"Having been on the other side of the fence, I have personal experience of the LexisNexis Client Advising Service, so fully recognise the value that it offers professional services firms," Tennille Roache said. "It's a truly unique and innovative offering in the professional services sector and I'm pleased to be part of it."

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. LexisNexis Legal & Professional, which serves customers in more than 175 countries with 10,000 employees worldwide, is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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

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