

William Fry Case Study

Company: William Fry
Industry: Law
Product: Lexis® InterAction®

William Fry Implements LexisNexis InterAction for its IQ Module

William Fry is a leading corporate law firm in Ireland, with major global and domestic companies operating in Ireland, Irish government bodies, financial institutions and entrepreneurs as clients. The firm's core departmental areas include banking & financial services, property, projects, corporate, litigation & dispute resolution, competition & regulation, tax, insurance, asset management & investment funds and employment & benefits.

Willem de Korte, InterAction Database Administrator at William Fry, talks to LexisNexis Enterprise Solutions about how CRM solution InterAction is utilised across the firm.

Why did William Fry select InterAction?

Willem de Korte: We were already using a CRM system, prior to InterAction. However, when we saw the combined functionality offered by InterAction and the IQ module, a change of system was a no-brainer. The ability to get a score on every contact based on the strength of relationship is truly powerful and useful at a practical level.

How successful has InterAction's adoption been at the firm?

Willem de Korte: We have been using InterAction for about a year and a half. Since the implementation of the IQ module in November 2011, adoption has greatly increased. The more people use the IQ Module, the more they appreciate InterAction's value, which in turns abets further usage. The IQ Module scores the relationship, drawing

information from meeting notes, phone call records, recent activity, information residing in InterAction and the like. The score allocated to each contact (which ranges from 1 – 5), ensures appropriate action is taken where necessary to improve the relationship.

Which areas of the business is InterAction most used for in the firm?

Willem de Korte: Practically all our marketing and business development activities are conducted via InterAction. We undertake anything between 30 – 40 events of varying sizes annually. InterAction makes it very easy to create targeted invitation lists and records changes based on invitees' feedback for future use. Similarly, we send out about 50 – 60 periodicals and newsletters every year through InterAction. The information we get from the IQ module is strategically used for all our business development outreach. It shows us where the gaps in the relationships exist and enables us to take corrective action instantly.

What are your future plans for InterAction?

Willem de Korte: We are looking to upgrade to InterAction 6.1. Mobile CRM is becoming a business essential as fee earners are so often out the office. With smartphones so extensively in use, it really is a logical next step for us. It will give users anywhere, anytime access to the firm's entire central repository of contacts and historical records. They will be able to search contacts to view interconnections with colleagues and other mutual contacts; and access historical email correspondence, meetings and notes on associates, on the move. InterAction has helped the firm to truly embrace CRM – users now appreciate the value of the discipline.



Enterprise Solutions