



LexisNexis®

ENTERPRISE  
SOLUTIONS

InterAction®  
Advancing CRM

## Christopher Pegg

Business Development and Marketing  
Executive Langleys Solicitors

**WINNER: Driving Business Adoption**

### 1. Congratulations on your award win, how did it feel to be recognised for your hard work in gaining adoption of InterAction in your firm?

Thank you very much, I was delighted! It was a real surprise... I had no idea that I had been put forward by my colleagues - I'm lucky to be part of such a great team!

### 2. Those who nominated you, spoke of your ability to ensure client and business development focused objectives are aligned to the use of InterAction, why is that important and how have you achieved this?

I've been very focused on positioning InterAction with Langleys Solicitors so that it solves problems, it achieves outcomes and it is uncomplicated. At InterAction Share 2018, one of the speakers presented a Richard Branson quote: "Complexity is your enemy – [anyone] can make something complicated, it is hard to keep things simple" – which couldn't define what I've been endeavouring to achieve better. I've merely reviewed what the firm wants to achieve in its Strategic Plan, envisioned how this is possible using the powerful InterAction tool and implemented it. Sure, there have been roadblocks and there is a way to go, but we are seeing traction and the good news stories we are hearing throughout the firm is testament to that.

### 3. As a relatively new user of InterAction, it's a real testimony to your commitment to both InterAction and your firm's strategy, to have gotten to grips with legal

### CRM and InterAction so quickly, what tips or advice would you share with others in a similar position?

It was back in December 2017 I joined Langleys Solicitors and I suppose it was only in January 2018 in my first meeting with Zoe (our InterAction Client Advisor) in which I began to understand it properly – definitely come a long way! An effective CRM tool is crucial to any firm's operations, even more so in the demanding, client-centred legal sector... My advice would be to absorb as much of the information that you can in regards to InterAction to truly understand it and how it could be used (the six-hundred page manuals LexisNexis provide makes excellent bedtime reading) and assimilating as best you can into the operations of your firm to find out how, why and where the CRM tool should be used, everything will become clearer.

### 4. Looking ahead, what are your main aims for InterAction over the coming months, and for you personally?

It's still a case of driving the business adoption of InterAction at Langleys Solicitors and really encouraging usage in any and every way I can (although I'm going to give myself some boundaries – I'm not making many friends explaining why the firm should be using InterAction at our social events!) as well as continually measuring and managing how the firm utilises InterAction to make processes as efficient as they can be and maximise outcomes and business opportunities moving forward.