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ENTERPRISE
SOLUTIONS

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RPC

WINNER: Driving Business Development

InterAction®
Advancing CRM

1. What did winning the award for driving Business Development at the Share event mean to you?

I'm obviously delighted but it's actually a team award and fantastic recognition for the RPC client development group as a whole.

2. Those who nominated you felt that you had a real passion for raising the profile of Business Development at RPC do you feel that this is a subject that Law firms should place more emphasis on and if so why?

Given the trends in the legal marketplace - unparalleled levels of competition, changing client expectations and buying behaviours, new delivery models enabled by innovative technology, margin pressure, the list goes on - the ability of law firms to win, keep and grow profitable client relationships has never been more challenging. Business Development is absolutely critical if law firms want to survive and thrive in this environment.

3. In your opinion what are the two or three key ingredients essential in achieving a more Business Development focused law firm?

I think it's a combination of factors. There are several levers which law firms can pull on to create a high performing business development culture. These include a much clearer strategic focus (to clients and markets); developing the right skills and rewarding the right behaviours; embedding Business Development processes;

and leveraging new systems and technology to generate better client insights but also enhance service delivery.

4. When talking to a Partner about InterAction you have 5 minutes to convey the essential elements of the system from an RPC standpoint... what would you say?

Their perception of what RPC's InterAction can do to help them with their business development is probably a couple of years out of date. They should no longer just see it (and use it) as a contact management database but rather as a client relationship management tool.

5. Looking ahead, what are your key priorities for InterAction over the next 12 months?

Quite simply to continue to drive engagement and adoption amongst fee earners and secretaries which will involve further optimisation of the core InterAction product. Amongst other things, this will include the introduction of new applications including relationship scoring and pipeline management.