LexisNexis® InterAction® for Accountancy Firms

Because relationships are your accounting firm's most important asset

Enterprise Solutions

LexisNexis® InterAction® for Accountancy Firms

Leverage who and what you know with the power of LexisNexis InterAction. An accounting firm's most valuable assets are the relationships it nurtures with clients and prospects. Successful firms know this. That's why over 600 professional services firms choose InterAction to help them leverage these relationships to increase new client revenue and improve client loyalty.

By giving partners the ability to proactively manage and leverage all client and prospect communications, InterAction creates a significant advantage for your firm – especially in an industry where meeting growth and client satisfaction objectives is becoming an even greater challenge.

InterAction's flexible and uniquely designed architecture delivers Relationship Intelligence throughout the firm quickly, efficiently and cost-effectively.

Relationship Intelligence takes client relationship management to a new level by helping your firm reveal the complex connections among people, companies, relationships, experience and expertise – enabling professionals to leverage who and what they know to uncover new revenue opportunities. And because InterAction is Internet-enabled, Relationship Intelligence is accessible anytime, anywhere.

With InterAction, your business development and client management efforts are well organised and your communications are streamlined and predictable.

Exceed Client Service Expectations

Quality client service relies heavily on keeping professionals informed about client and prospect activities.

InterAction's My Watch List™ ensures that you are kept in the loop by automatically notifying you when someone in your firm interacts with, or updates information about your key contacts.

Optional related modules are available for InterAction that gives firms the ability to create, track and profile engagements and opportunities that are critical to the management of client relationships. Keeping current on client and prospect activities ensures that you are well informed and gives you the tools necessary to deliver exceptional client service and strengthen client retention.

Leverage Relationships to generate more Revenue

Whether you're pursuing additional opportunities with current clients or targeting new business, InterAction's Who Knows Whom™ and Relationship Map™ functionality help determine who else in the firm knows a contact and the nature of this relationship.

Identifying these critical connections enables professionals to maximise the firm's network of relationships to help close business. A vital component to generating new business is ensuring the integrity and accuracy of your client and prospect data.

Maintaining reliable information helps funnel communications to the right people, providing vital support for your business development efforts. InterAction's powerful data quality tools and data change management rules help maintain accurate information, thus increasing user confidence in the data and reducing the ongoing total cost-of-ownership.

Strengthen employee retention and productivity

Supporting a partner's or professional's need to generate business can have a major impact on employee performance.

InterAction helps retain and utilise staff more effectively by providing the best tools available for servicing clients and prospects. By delivering information throughout the firm immediately, intuitively and with little learning curve, InterAction simplifies the process for gathering up-to-date client and prospect information.

InterAction's Related Contacts functionality reveals subtle interrelationships among clients and prospects, enabling you to quickly identify critical connections that would otherwise be difficult to uncover. InterAction also integrates seamlessly with Microsoft® Outlook®, Lotus Notes® and Novell® GroupWise®. Calendar integration and activity logging is available with Outlook and Notes, simplifying the process for gathering up-to-date client information.

Work with your firm's culture – not against It

InterAction is designed for the way you do business, so your firm spends less time implementing the solution and more time utilising it to develop client relationships.

InterAction's flexible architecture integrates with your firm's third party applications such as personal contact managers, human resources and time and billing systems to give you a 360° view of a client or prospect. InterAction can also integrate with information from external systems like Windows NT, LDAP, etc. and synchronise directly with Microsoft Outlook, Lotus Notes and Novell GroupWise.

With over 18 years in development, InterAction embraces the various needs of your firm and fits within the framework of how you do business.

InterAction's My Watch List function automatically provides the professional with notification and details when anyone in the firm enters information about a specified contact.

The company overview screen give professionals a 360º view of client or prospect information

Contact Us >

Lexis InterAction

For more information

To find out more about LexisNexis InterAction and to discuss your company's specific business requirements, please visit www.lexisnexis-es.co.uk, e-mail salesinfo@lexisnexis.co.uk or call +44 (0) 1132 262065 to speak to a LexisNexis Enterprise Solutions consultant.

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