

Developing customer relationships with LexisNexis® InterAction®

Company: Davenport Lyons
Industry: Law
Product: LexisNexis InterAction

About Davenport Lyons

Davenport Lyons is a leading business law firm offering a partner-led service. They provide commercial advice to their clients across a broad range of market sectors. The firm offers a unique combination of very strong corporate, tax, litigation and property capabilities coupled with specialist media and intellectual property expertise.

The Challenge

As with many growing organisations, Davenport Lyons had a wealth of client intelligence data held within the firm: in separate databases, systems and within the minds of its people. With no centralised management structure, fee-earners were responsible for the upkeep of their own client data, with little contact sharing or audit taking place.

There was an obvious opportunity to consolidate this data, using a single solution with analytics and processes to generate new business and deepen client relationships.

The marketing team understood that relationships with clients are a part of the firm's crown-jewels, but found tracking these to be challenging and inconsistent. The firm was looking for a simple yet powerful solution that would enable them to harness the power of their information to maintain and grow its client base.

A crucial objective for the firm was to rationalise its communications, so that all touch points with customers

and prospects could be monitored and evaluated, in order to continuously hone its communications strategy.

The team at Davenport Lyons selected LexisNexis InterAction based on its pedigree in the professional services market and the consultation support that is intrinsic to its success.

The Solution

Davenport Lyons has been using InterAction for over a year. Since its implementation, the technology has become entrenched in the business and the firm is using the system in their day-to-day working processes.

The solution has directly benefited three distinct areas within the firm:

- Nurturing existing relationships

It is widely accepted that for many professional services firms the best source of additional revenue is from existing clients and contacts. InterAction gave the Davenport Lyons team the ability to quickly identify its most profitable clients, in order to invest in these relationships and uncover cross-selling opportunities.

The firm already had a key client management programme in place but used InterAction in a more efficient way to identify top clients in terms of existing and potential revenue to enable the business development team to focus on specific 'platinum' client relationships and personalised campaigns.

- Tracking relationships and referrals

Relationships with other law firms and referral partners are just as vital as those with clients. Being able to track which firms are most active on the referral front is important as



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business development can nurture this relationship, in a similar manner to its platinum clients, to ensure this revenue stream continues.

- Focus PR and marketing activities

The PR team have found InterAction to be a powerful marketing tool which enables all the communication activities to be tracked and monitored – helping demonstrate the value to fee earners and management. Davenport Lyons hosts a large number of seminars and events throughout the year focusing on various specialist areas of practice. Managing the selection, invitation and follow-up process around these events has been made much easier thanks to the event tracking functionality in InterAction. Client communication is more targeted and as a result, more effective. With the clear differentiation and classification that InterAction enables, the Davenport Lyons marketing team has been able to focus their communications activities and ensure newsletters, e-alerts and event invitations are highly targeted. This, in turn helps drive response rates and engagement in the firm’s marketing communications.

direct impact that InterAction has had on the firm’s success, fee-earners have embraced the solution. Through its intuitive user interface, there has been minimal need for training; however “power-users” have emerged, particularly within the business development team, who are keen to explore the advanced, bespoke functionality that InterAction can provide.”

“We now have a deeper understanding of our clients, revenue streams and what marketing activity leads to what outcome. Accurate information drives effective decision making. Even more importantly we can communicate more effectively with our clients and referral partners as we understand every point of contact and how and when to reach out to them.

Business Benefits

InterAction has proved to be a valuable marketing tool which helps drive activity and make marketing and managing client relationships easier, faster and more efficient – ultimately delivering better results.

At a fundamental level, InterAction has consolidated client and marketing data from sources around the firm, providing an accurate centralised data point that helps fee-earners access client information without onerous update processes.

“InterAction helps us get the right information out of the right people,” commented Dawn McEwen, Business Development Director, Davenport Lyons. “Recognising the



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