

Macfarlanes

Introduction

This case study of Macfarlanes is based on a June 2023 survey of LexisNexis® InterAction® customers by TechValidate, a 3rd-party research service.



“We recently been rolling out IQ, and I have already seen the impact of it in aiding BD team members in selecting and analyzing contact. For the first time, we can filter on job titles with confidence that they will be sufficiently up to date/accurate, and can use the engagement score instead of fiddling with activity history.”

“To my knowledge, it is the most robust CRM software on the market, and built with a mind to cater to the industry I work in (CRM for legal firms). Quality support also helps.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select LexisNexis® InterAction®:

- Why do you use InterAction?
 - To drive better business outcomes
 - As a single platform for streamlining our client data
 - To gain better visibility into client relationships
 - To save on both time and budget
 - To plan and execute on business development strategies
 - To reduce time spent on marketing management
 - To track marketing/BD prospects in a way that is GDPR compliant

Use Case

The key features and functionalities of LexisNexis® InterAction® that the surveyed company uses:

- How does your organization use InterAction?
 - As a contact database
 - For client relationship management
 - For event management
 - For business development planning
 - For reporting & analytics

Results

The surveyed company achieved the following results with LexisNexis® InterAction®:

- Please indicate your level of agreement with the following statements:
 - Using InterAction improves the quality of our client data.: Strongly agree
 - Using InterAction results in stronger client relationships.: Agree
 - Using InterAction for Office 365 streamlines my workflows and saves me time.: Agree
 - Using InterAction for Office 365 saves me time when determining who knows whom from my contacts.: Agree

Company Profile

Company:
Macfarlanes

Company Size:
Medium Enterprise

Industry:
Professional Services

About LexisNexis® InterAction®

LexisNexis® InterAction® empowers your team to leverage firm-wide client and relationship intelligence to discover new revenue opportunities, stand out from the competition, and enhance client relationships.

Capable of capturing and analyzing data, identifying patterns, and providing valuable insights, InterAction is an essential tool for your firm's growth. We partner with you every step of the way, offering the solutions and support you need to stay competitive as your business continues to evolve.

Learn More:

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