

Medium Enterprise Consumer Services Company

Introduction

This case study of a medium enterprise consumer services company is based on a July 2023 survey of LexisNexis® InterAction® customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

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

- Why do you use InterAction+™?
 - To plan and execute on business development strategies
 - To understand what is driving client satisfaction

Use Case

Interaction+™ meets the following key objectives of the surveyed company uses:

- How does your organization use InterAction+™?
 - For client relationship management
 - For business development planning

Results

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

- They experienced a 30% increase in productivity since implementing InterAction's hybrid features.
- Confirmed that "we have experienced an increase in new business."
- Confirmed that "We have experienced an increase in repeat or add-on business."
- They estimate an increase in productivity since using the InterAction mobile app.
- The surveyed company has reported the following outcomes as a result of using InterAction+™:
 - Using InterAction+™ improves the quality of our client data.: Agree
 - Using InterAction+™ results in stronger client relationships.: Agree
 - Using InterAction+™ for Office 365 streamlines my workflows and saves me time.: Agree

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Consumer Services

About LexisNexis® InterAction®

LexisNexis® InterAction® empowers your team to leverage firm-wide client and relationship intelligence to discover new revenue opportunities, standout 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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