



**ADD MORE VALUE TO YOUR FIRM'S RELATIONSHIPS
WITH LEXISNEXIS® INTERACTION® SERVICES**

Successful firms know the importance of relationships – discover a higher level of performance

LexisNexis® InterAction® consulting services help optimize your firm's InterAction environment while differentiating your organization from the competition and delighting your clients with the best experience possible.

Through in-depth analysis of overall strength and maturity, LexisNexis professional services can provide a thorough health check of your firm's operations and develop a multi-phased approach for how you can take full advantage of everything InterAction has to offer.

Ultimately, we can help strengthen your business, enhance clients' experiences, and maximize the potential of relationships.

We provide the expertise, best practices and insights to help you get the most out of your business development and data initiatives, including:

- Implementation arrangements to get the new solution installed, integrated, tested and ready-to-go
- A comprehensive assessment of your firm's business development processes
- A cohesive plan and process to manage the data flow
- Plans and analytics that optimize business development and relationship intelligence activities
- Ongoing guidance and support to ensure your firm's success

Get started today!

Sign up for a free initial consultation at

www.lexisnexis.com/business-of-law/services/lexisnexis-interaction-services

or talk to your account manager for details

Our services address various functional, technical, strategic, and organizational aspects of adopting a CRM and Business Development solution and strategy. To enhance your firm's operations and improve relationship returns, the table outlines the types of services and capabilities we provide for InterAction CRM, InterAction Business Edge, and InterAction IQ.

	Our Approach	Your Results
Business Edge Implementation	Provide the expertise, best practices and insights to get the most of your business development (BD) initiatives by providing a comprehensive assessment of your related BD processes; developing and optimizing BD standards, plans and analytics; and delivering ongoing guidance and support	A comprehensive plan set of processes and full Business Edge implementation that optimizes BD activities across your firm and strengthens client relationships, ultimately growing revenue and client loyalty
Foundation Packages	Rapidly deploy essential CRM functionality, focused on marketing and mailing list management capabilities	Optimize performance and passive data collection to quickly achieve ROI
Organizational Change Readiness	Address the people side of change management – support successful InterAction deployments by focusing on gaining professional buy-in. Optionally, LexisNexis can help to implement and drive the plan	A cohesive plan to have professionals understand and agree with the changes being implemented and have the skills to effectively adopt the change

	Our Approach	Your Results
Deployment Review	A review of the InterAction implementation after a period of usage, which examines the current processes and configuration to determine if you are still in line with the original relationship management goals; for Business Edge, develop and implement clear, standardized processes providing the data and feedback needed to understand how and when to proceed in order to increase win rates and make more informed decisions	Recommendations and updated methodologies that will help boost your implementation and provide a plan for improvements to your configuration and data quality processes
Technical System Review	Conduct comprehensive analysis and planning relevant to InterAction hardware and software environment(s) to proactively update and tune the current system. Identify potential issues by reviewing the log files on the servers, the services, and the integrations. Optionally, LexisNexis can help resolve the issues	A proactive monitoring plan to identify, correct and prevent potential system issues and ensure overall system health and performance
Prioritized Data Management	Install Prioritized Data Management Queries (PDMQ) and review searches and processes; Implement best practices for data management queries and identify potential duplicates of your high-priority contacts by name, company, and electronic address through a set of extended client searches	Ensure that your data quality resources are spending their time on the most important contacts in your firm's system

Integrate InterAction with Your Existing Systems

With nearly 20 years' experience in the legal marketplace, InterAction software is designed for the way you do business. It integrates with other practice software to help your firm spend less time implementing the solution and more time using it to develop long-term client relationships, turn business development pursuits into wins and learn which BD tactics work and which ones don't. The flexible InterAction architecture integrates with your firm's third-party applications for time and billing, human resources and accounting to give you a 360° view of a client or prospect. InterAction can also integrate with information from external systems like Microsoft Windows Active Directory, Lightweight Directory Access Protocol (LDAP) services, etc., and it synchronizes directly with Outlook or Lotus Notes to provide a seamless and holistic map of important relationship touch points.

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