



## LexisNexis® InterAction® IQ

The intelligent choice for  
relationship management

### It's a Fact:

Client retention improves to over 90 percent when five or more partners have a relationship with the client. The fewer partner contacts a client has, the greater a firm's risk of losing the client.

Protecting existing business and discovering new revenue opportunities requires reliable contact and relationship information. Many lawyers and other professionals don't have the time to update and monitor their contacts. As a result, the challenge of maintaining accurate data and understanding the strength of those relationships can cost firms time, resources and business.

InterAction IQ helps the firm automatically maintain accurate, up-to-date contact information and evaluate the engagement strength of relationships, reducing the time spent by professionals on these laborious activities. The result -- more accurate and insightful data to help you target the right contacts with the right activities to protect and grow your business.

### Turn relationships into revenue

Using the latest technology, InterAction IQ mines InterAction activities and email and calendar items for clues about relationships to provide the insights you need to grow revenue. IQ's sophisticated data mining capabilities:

- Automatically discover new contacts and add them to the InterAction database
- Assess the strength of contact engagement to help you focus on the right relationships
- Provide insights to guide business development and relationship building activities
- Identify gaps in relationships and expose potential risk

# IQ at a Glance

Syncing ✓ Complete	Mining ✓ Complete	Scoring 🔄 In Progress	Exporting Not Started
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<b>User Accounts</b> <b>43</b>	<b>Exchange Emails</b> <b>4,501</b>	<b>Exchange Meetings</b> <b>97</b>	<b>InterAction Activities</b> <b>193</b>
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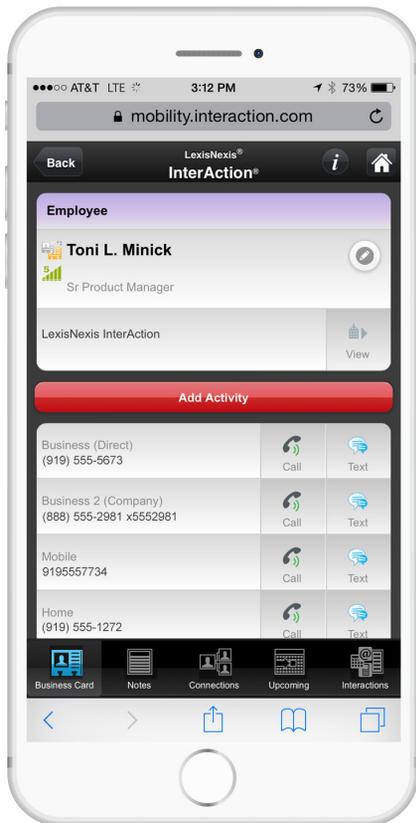
The screenshot displays the LexisNexis InterAction interface. The main view shows a search for 'Jane Tarnoff' with 6 results. The results list includes: Baker, David (Dave), Associate; Endor, Karen, Senior Partner; Hamer, Terrance, Partner; Redman, James (Jim), Senior Partner; and Rogers, Robert (Bob), Senior Associate. A secondary window titled 'Connections with Steven' is open, showing 'Mutual Connections' with 6 results: Burnison, David Lee (Dave), Associate; Enright, Karen, Senior Partner; Hamer, Terry, Partner; and Redman, James (Jim), Senior Partner. Each contact entry includes their name, title, firm (Crawford & Iverson), phone number, and email address.

## Contact data you can trust

If you don't trust the accuracy of your contact data, you can't make the most of it. LexisNexis® InterAction® IQ cleans and updates your InterAction data using one of the most accurate sources of contact information available -- the signature blocks of emails passing through your firm's Exchange server. Combined with our world-class data quality tools, InterAction IQ streamlines the entire contact management process, making it more efficient, more reliable and more productive.

## Stop wasting billable time

Manually checking and updating contact information is time-consuming and an inefficient use of an administrative assistant's or professional's time. By capturing and updating contact data automatically, InterAction IQ allows support staff to focus on their core responsibilities and eliminates the need for lawyers and other professionals to spend billable hours manually updating contact information themselves.



### Fully integrated with InterAction

InterAction IQ is the only passive data management tool that's fully integrated with InterAction to improve your CRM data quality. Access client contact and relationship information easily via InterAction for Microsoft® Outlook, the InterAction Mobility solution and Web and Windows® clients. And because you control the rules, you can configure InterAction IQ to require review and approval of any changes or to update the InterAction database automatically.

### InterAction IQ integrates with InterAction to help firms identify:

- Who in the firm has met with a client or prospect recently
- Which contacts might be most receptive to business development efforts
- Where to develop additional relationships to protect existing business
- Who should make an introduction or lead the effort to land a new client
- Which firm members routinely build the strongest relationship engagement strength
- Who can best protect a client relationship if you lose a key team member

### Privacy is a priority

InterAction IQ mines only email headers and signature lines for contact information, never the message body or the subject line. Each user can designate specific domains and contacts as private to prevent them from being added to InterAction and shared with other users.

### Put relationships to work

InterAction IQ delivers in-depth relationship insights that can help your firm grow. Focus on the right relationships, protect your high-value business, identify hidden connections and respond to business development opportunities confidently with the intelligent choice in automated relationship management – InterAction IQ.

Learn More >



[www.lexisnexis.com/intelligence](http://www.lexisnexis.com/intelligence)



New Customers: 800.419.5590

Current Users: 888.575.9830

