

Greenberg Glusker Fields Claman & Machtinger LLP

Overview

Location: Los Angeles, CA

Industry: Legal services

Customer Profile:

For 50 years, Greenberg Glusker has held a unique position in Los Angeles as a full-service law firm with particular expertise in entertainment and real estate. The firm combines the personal attention of a boutique law firm with the strength and breadth of services customarily found in a multi-office, international law firm.

Business Situation:

Greenberg Glusker's partners recognized the importance of Client Relationship Management (CRM) software technology long before many other firms, implementing InterAction®—a LexisNexis® product—in 2003. However, in the absence of a strong internal adoption effort, the software was not truly leveraged to its highest and best uses.

Solution:

In 2007, Greenberg Glusker hired a new director of marketing, a legal marketing professional who was familiar with InterAction from two previous law firms and knew its potential benefits if fully embraced firm-wide. The marketing team developed an innovative internal promotional campaign and “re-launched” InterAction under a new Greenberg Glusker brand name.

Benefits:

- Customized version of InterAction meets business process needs and unique culture of Greenberg Glusker.
- Firm-wide training sessions and informal office events helped to create excitement and buzz in advance of re-launch of InterAction under new internal brand name—“C-P-R”.
- New “C-P-R” system, powered by InterAction platform, provides attorneys and staff members with one-stop destination for 360-degree view of firm's contacts with clients, prospects and other key relationships.
- Greenberg Glusker attorneys now have confidence in knowing they have fingertip access to current and detailed relationship intelligence throughout the firm.

Product Summary

Client Development

- InterAction®

Greenberg Glusker Enjoys Successful “Re-launch” of InterAction with Internal Branding Campaign

Founded in 1959, Greenberg Glusker now employs 85 attorneys who practice in the areas of entertainment, real estate, corporate, employment, estate planning, environment, land use, technology, intellectual property, taxation and litigation.

The firm has held a unique position in Los Angeles over the past 50 years as a full-service law firm with particular recognition in entertainment and real estate. Greenberg Glusker has maintained this niche by combining the personal attention of a boutique law firm with the strength and breadth of services associated with a multi-office, international law firm.

Situation

As a firm that has served the evolving needs of the entertainment industry over the past five decades, Greenberg Glusker's lawyers have played a hands-on role with the emergence of the digital revolution and the proliferation of technology into the business marketplace. So it's not surprising that the firm's partners have been early adopters of a wide range of technology solutions designed to help law firms better serve their clients and manage their operations.

Recognizing the importance of Client Relationship Management (CRM) software technology, Greenberg Glusker implemented InterAction®—a LexisNexis® product—in 2003. However, in the absence of a strong internal adoption effort, the software was not given significant attention by the lawyers and staff members. The result was predictable: InterAction was not being leveraged to its highest and best uses.

“InterAction is a powerful technology platform for managing law firm relationship intelligence, but we all know that any CRM software solution is only as good as the investment that users are willing to make into the quality of the data put into the system,” said Jonathan Fitzgarrald, director of marketing at Greenberg Glusker. “Unfortunately, the lawyers and staff members here weren't getting the most out of InterAction because there wasn't enough emphasis on making the use of it a part of their daily routine.”

“Our marketing team took this very seriously and treated this rollout as a new product launch in virtually every respect.”

Solution

In 2007, Greenberg Glusker hired Fitzgarrald as the firm’s new marketing director. Fitzgarrald was already familiar with InterAction from his work at two previous law firms that also used the software as its CRM platform.

InterAction centralizes a law firm’s collective knowledge and experience about clients and contacts, making that valuable information accessible to all authorized users—from attorneys and marketing professionals to administrators and secretaries. This sharing of knowledge equips the firm’s lawyers and staff members to improve client service and enhance workplace efficiency. More than 300 law firms of all sizes, including over 80% of The AmLaw 100® and 30% of the top U.K. firms, choose InterAction from LexisNexis.

“In talking to a number of lawyers and staff members, I noticed there was something of a perception that the firm wasn’t getting enough out of its CRM software,” said Fitzgarrald. “Since I knew that an updated version of InterAction was going to soon be introduced by LexisNexis, it seemed to me that we had a unique window of opportunity to essentially ‘re-launch’ the software to the attorneys and employees in order to change their perceptions of its functionality and how it could be integrated it into their daily routines.”

Fitzgarrald worked closely with the LexisNexis development team to customize InterAction for Greenberg Glusker in a way that would essentially create a tailored CRM system for the firm. They even created a new internal brand name for their system—“C-P-R” (Clients, Prospects, Relationships)—and built an entire promotional campaign around the re-launch of the InterAction platform as Greenberg Glusker’s C-P-R system.

“We created collateral materials, such as mysterious flyers and posters that referred to the unveiling of a new ‘C-P-R’ training exercise, hosted informal office receptions and other events to build excitement about the launch of a new CRM system for the firm, and then scheduled a series of advance training sessions to teach everyone the features of this new system and accelerate the internal buzz that was brewing,” said Fitzgarrald. “Our marketing team took this very seriously and treated this rollout as a new product launch in virtually every respect.”

“We knew right away that we were down the road of reversing the perceptions that were there before and setting our employees on a new path of really investing their time and attention into the firm’s CRM software.”

Benefits

The re-launch of InterAction software as part of Greenberg Glusker’s C-P-R system for relationship management was an overwhelming success right out of the gate.

“Our attorneys and staff members raved about the new features and functionality that had been developed for the firm, and embraced the C-P-R system from day one,” said Fitzgarrald. “We knew right away that we were down the road of reversing the perceptions that were there before and setting our employees on a new path of really investing their time and attention into the firm’s CRM software.”

According to Fitzgarrald, the customized version of InterAction meets the business process needs and unique culture of Greenberg Glusker. The LexisNexis development team helped accomplish this with the creation of new color schemes, a modified user interface and slight adjustments to specific features in the software.

Moreover, Fitzgarrald’s department relies on InterAction to help them maintain more than 30 individual marketing lists of clients and prospects. These highly targeted lists are used by the firm to communicate regularly to their various contacts inside of specific niche markets so that Greenberg Glusker is “top of mind” to these professionals as it relates to their lawyers’ areas of expertise.

“Many of my attorneys tell me how confident they feel in knowing that they literally have fingertip access to current and accurate contact information for the hundreds of clients, prospects and relationships throughout the firm,” said Fitzgarrald. “This peace of mind is extremely important because it gives our attorneys confidence that our CRM system can help them with relationship intelligence gathering, which in turn helps them grow their practices.”

Greenberg Glusker’s new C-P-R system, powered by the InterAction platform, provides the firm’s attorneys and staff members with a one-stop destination for obtaining a 360-degree view of the firm’s contacts with clients, prospects and other key relationships.

“When my lawyers found the system easy to use and discovered what a powerful tool it could be for them, they not only were quick to adopt it—they have also been spreading the word throughout the firm about its value for supporting client development.”

“I just can’t emphasize enough how important it is that my lawyers had a good experience with the re-launch of InterAction as the platform for our new ‘C-P-R’ system,” concluded Fitzgarrald. “When my lawyers found the system easy to use and discovered what a powerful tool it could be for them, they not only were quick to adopt it—they have also been spreading the word throughout the firm about its value for supporting client development.”

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