Strong relationships are a law firm's most valuable assets.
The typical firm loses an average of 25% of client revenue every two years. How are you keeping and growing your clients?

LexisNexis® InterAction®
Profit from enterprise relationship intelligence

To develop successful client relationships, today's top law firms count on quick access to the right information—when and where it's needed. LexisNexis® InterAction® gives you that access by turning disparate data from across your enterprise into meaningful relationship intelligence.

InterAction solution makes it easy to aggregate your firm's valuable client data—like profiles, matters, notes and activities—to transform it into relationship intelligence. This gives you insight on the complex connections among people, companies, relationships, experience and expertise. Successful business development and marketing leaders from the nation's leading firms have relied on this relationship intelligence to build existing business relationships and find new ones.

InterAction is designed to deliver relationship intelligence throughout your firm quickly and cost-effectively. And because InterAction is Internet-enabled, relationship intelligence is accessible anytime, anywhere.

With InterAction, firm leaders can:

- Organize marketing efforts
- Streamline predictable, related client communications
- Gain value insight for sound business decisions

LexisNexis®

Manage relationships to generate more revenue

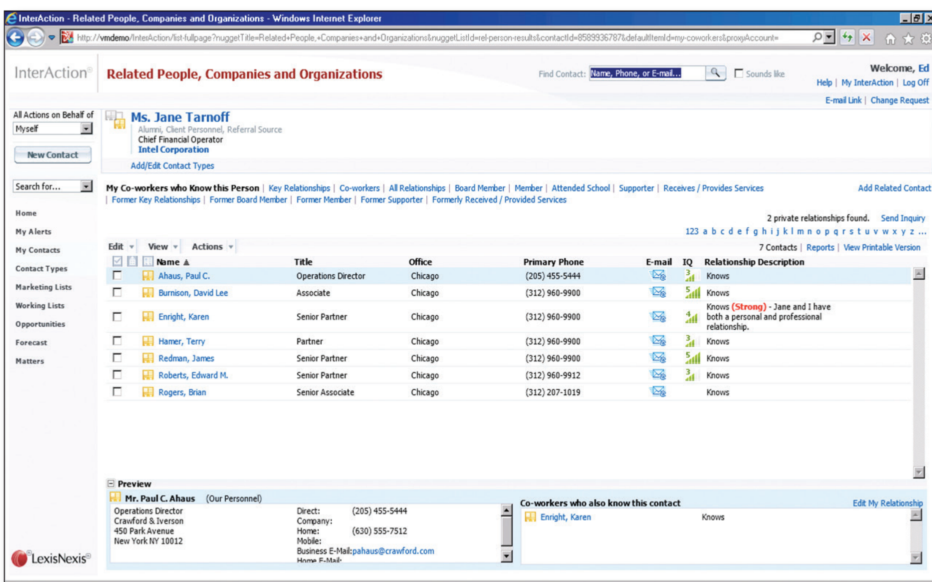
Knowing your clients supports business growth. A variety of InterAction features help you identify critical relationships to maximize your firm's network to generate more revenue.

Who Knows Whom® and InterAction® Relationship Map™: Whether you're pursuing additional opportunities with current clients or targeting new business, you can use these tools to help determine who else in the firm knows a contact and the nature of this relationship.

Related Contacts: InterAction reveals subtle interrelationships among clients and prospects, enabling you to quickly recognize connections that would otherwise be difficult to uncover.

Microsoft Outlook tools: In InterAction, you can use this panel to conveniently generate a list of contacts who may have a relationship with a selected prospect—for example, colleagues who formerly worked with your prospect or someone who has a seat on the same charitable board.

InterAction® IQ: Use this tool to automatically analyze header information in incoming and outgoing email correspondence of associates across the firm. Based on the frequency of email correspondence, InterAction IQ documents and scores relationships, helping firm professionals evaluate avenues for developing and supporting client relationships.

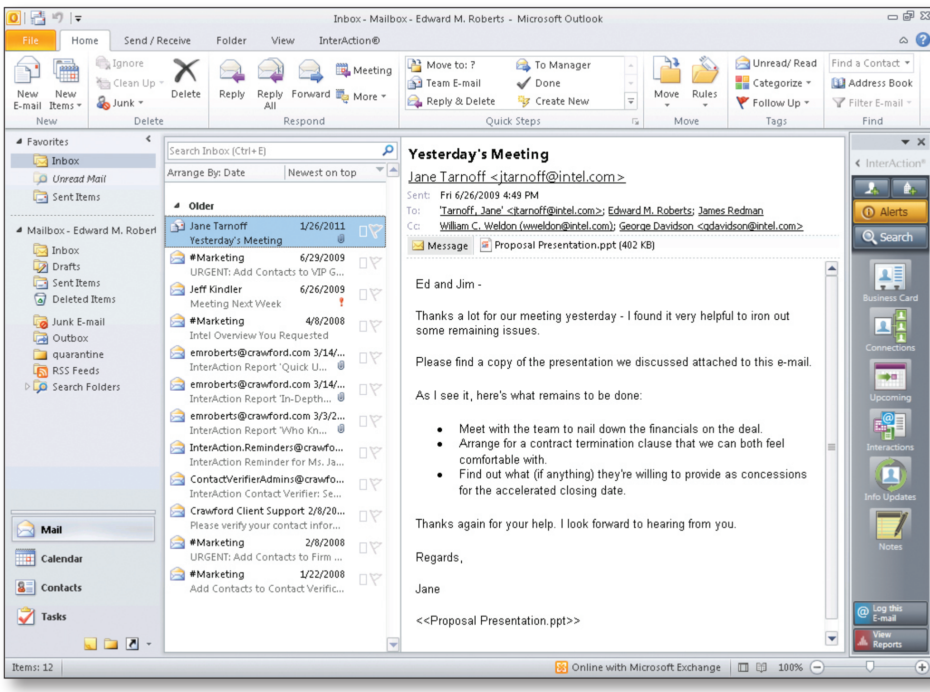


InterAction keeps track of relationships over time and is able to reveal connections you might not otherwise know exist. It's smart enough to identify "who-knows-who" relationships and links among people.

Equip Professionals to exceed client expectations

When you are up-to-date on client and prospect activities, you're in a stronger position to deliver exceptional client service. To help you manage, InterAction software captures contact updates and meetings in real time using Microsoft® Outlook® integration on each attorney's desktop. Calendar integration and activity logging is also available, simplifying the process for gathering up-to-date client information.

In addition, when you use InterAction 6.1 *for* Microsoft Outlook 2007 or 2010, an embedded panel makes it easier to discover pertinent client information and activities involving other members in the firm.



InterAction for Microsoft Outlook: Use the embedded panel on the right to gain direct access to key customer details such as contact information, mutual connections, dealings with firm colleagues, upcoming meetings and personal notes—all while you're inside Outlook email, calendars and contact lists.

InterAction software also provides enhanced alerts, which automatically notify you when someone in your firm interacts with or updates information about your key contacts.

InterAction modules give you the ability to:

- Mine matters for firm or personnel experience
- Import existing matters from external systems
- Track matter membership
- Manage distribution lists
- View all matters related to a specific contact

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Gain immediate value from your investment

With InterAction client relationship management software, professionals throughout the firm receive vital client information quickly through intuitive tools that integrate easily with the attorneys' desktops, making InterAction the preferred choice for marketing staff and attorneys alike. Unique security features give you greater control over the information you share, including the ability to accept or decline changes made to your contacts.

Data stewards in the firm can take advantage of powerful InterAction data quality tools and data change management rules. These features help ensure the ongoing integrity and accuracy of relationship intelligence, reducing the firm's ongoing total cost of ownership. Reducing risk and time spent on data administration promotes firmwide participation and enhances the overall user experience.

Work with your firm's culture—not against it

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 client relationships.

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 synchronize directly with Outlook or Lotus Notes.

InterAction makes it easy to share data while accommodating a professional's need for privacy and confidentiality. Enhanced security features and data change control options allow you to selectively share information about contacts without sacrificing control over data management.

Learn More >

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