LexisNexis® Redwood Analytics NEWS FLASH!

Announcing LexisNexis® Client Analysis to accelerate business development

As marketing is charged to influence law firm growth and more business development people are being hired from the outside, Finance is getting bombarded with requests for revenue reports, collections and receivables, hours worked per partner, projections, analyses of top-performing clients, and more. Marketing leaders are demanding a 360-degree view of the law firm's business development landscape with accurate and insightful segmentation directly accessible by key stakeholders. The need to identify "best customers" to cross-sell is driving attention toward analytics.

To help your law firm get there from here, LexisNexis Redwood Analytics has launched the new LexisNexis Client Analysis. With our new solution, Finance can push control of in-depth analytical reporting directly into the hands of marketing and business development.

LexisNexis Client Analysis segments your firm's best clients and accelerates cross-selling opportunity with improved business development outcomes. Marketing and business development can more quickly and simply access top-performing clients based on historical performance and segment them into rich profiles featuring life-time value; trends; cross-selling opportunities; teams, partners and practice group performance; and, more to influence client service and strength of relationships.

How it works

Four simplified web parts on the LexisNexis Client Analysis start-up screen offer a variety of ways to tap analytical data based on a variety of metrics and aggregate data. Results are organized as business intelligence client profile reports. The web parts include:

- **Self-Service Analysis:** Specify priority metrics from a simple screen with easier navigation and create lists that include clients, lawyers or practice group. Reports are filtered and sorted with in-depth detail with categories oriented to cross-sell percentages, numbers of partners and numbers of new matters. Other filters that may be applied for analysis include a client's business rating, flexible time periods and industry parameters.

- **Cross-Sell Analysis:** Generate highly detailed reports across client and practice group. Available segmented filters allow data to be sliced by cash, bills, hours, client age, industry, practice group, and much more. With this level of detail, targeted prospects are identified for cross-selling opportunity.

- **Trend Analysis:** Span historical data and compare it against firm metrics annually, quarterly or over a rolling 12-month period. A chart view of the data helps depict trends beyond hours, cash metrics, or bills and includes five years of detail including cross-sell percentages, new matters, partners, and more. Segmentation filters allow for a deeper cross section of intelligence.

- **Profiles:** Segment clients based on life-time performance and generate a detailed client profile with analytics to export into LexisNexis® InterAction®. With a deep vertical view, and a broad horizontal snapshot into strength of relationship via InterAction, more cross-selling opportunities can occur.

LexisNexis atVantage, a business development tool that delivers competitive intelligence, can also be woven in to determine competitors' wallet share of clients' business.

Go to **lexisnexis.com/intelligence** to request additional information or to request a demo.