



LexisNexis Provides Multi-Language CRM Contacts in InterAction 6.2

Support for Multiple Languages Solves Significant Data Quality Challenges for International Professional Services Firms

CARY, NC – October 10, 2013 – LexisNexis® Legal & Professional, a leading provider of content and technology solutions, announced today the release of LexisNexis [InterAction® 6.2](#) – the latest version of its premier customer relationship management (CRM) tool. Among the newest features is the ability to seamlessly link contact records with multiple entries in different languages together. This enables global firms, serving clients in multiple countries, and speaking a variety of different languages, to ensure clients are receiving the service, collaboration and communication, in their native language.

“Amid the globalization trend of shrinking borders, it’s become increasingly important for international businesses to communicate with contacts in their native language,” said Rutger van der Wall, vice president and managing director, CRM & Analytics for LexisNexis. “Naturally, this also requires a way to track and manage these interactions in a CRM tool and InterAction 6.2 is providing that means.”

Data quality challenges in international professional services firms occur when the primary language established for the firm, and by extension, the CRM system, is different than the local language of users. This means the CRM user is forced to document contact information, to include interactions with that contact, in a language other than the native language of both the user and contact.

That approach often results in duplicate CRM records for a single contact in multiple languages, which are difficult to maintain, search and manage. The new multi-language support in InterAction 6.2 provides a unified contact record containing the profile, activities and relationship links – along with the ability to search and manage that contact in a user’s native language.

“Duplication of records as a result of multi-lingual capabilities is a common challenge among CRM tools in the international arena of law firm business development,” added van der Wall. “We are solving a major data quality challenge with this update.”

InterAction currently supports 21 different languages. The InterAction team will be providing live demos of version 6.2 on [October 22, 2013](#) at 10 a.m. EST and [November 6, 2013](#) at 3:00 p.m. EST. For more information on InterAction 6.2 please visit us at www.lexisnexis.com/intelligence/new-interaction/.

About LexisNexis Legal & Professional

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LexisNexis helps professionals at law firms and legal departments of all sizes manage the business element of their practice with innovative software and mobile solutions for customer relationship management, competitive intelligence gathering and assessment, time and billing management, matter management, client analysis, legal holds and more.

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