



Pinsent Masons Reap the Reward Of SalesLogix®

The Client

Pinsents Masons is one of the UK's largest 20 law firms. It is one of the UK's leading legal advisers to public listed companies, consistently ranked in the top 10. Pinsents has also been rated in the top five nationally by UK in-house lawyers in an annual independent survey to assess the "Most Admired Law Firm" for each of the two years since its inception.

Pinsents was named "Most Enterprising Law Firm of the Year 2002" by Legal Business magazine.

Since deploying the SalesLogix CRM solution from e1 Business, Pinsents has been able to demonstrate tangible benefits, particularly in effectively identifying marketing opportunities, and in having one central point for all staff to access information.

CUSTOMER SUMMARY

Top 20 UK law firm

1000+ staff in UK

Strategic alliances in Denmark, Estonia, France, Germany, Poland & Sweden

Ranked in top 5 of firms most popular to deal with by in-house counsel

"Most enterprising law firm of the year 2002"

SalesLogix licenses for all staff

KEY ACHIEVEMENTS

Unified firm-wide client and prospect CRM database

CRM effectiveness

Improved productivity in business development

Increased marketing campaign response rates

More accurately targeted marketing campaigns

The Challenge

Pinsents realised there was a considerable amount of information and data held in a number of disparate sources, all requiring cross-referencing, checking and cleansing. This data needed managing in a more orderly way than historically as it was steadily becoming more difficult to pool information for marketing campaigns, or to establish which clients currently interacted with differing parts of the firm to avoid duplications in communications.

Information was held in various Lotus Notes, MS Access, MS Excel and MS Word in-house databases and spreadsheets. This disparate data led to a lack of cross-business visibility, an inability to monitor data integrity or produce marketing campaigns based on accurate segmentation and profiling. Large mailings with low response rates were common.

The legal market has become increasingly more competitive in recent years and there was a need to apply the available resources with maximum efficiency to best effect. In particular the firm realised that being able to target campaigns to relevant prospects and clients' specific requirements would be a key source of differentiation.

The Solution

Pinsents decided at the outset to commit both considerable time and resource to ensure the projects' success, and recruited a CRM expert, Simon McNidder, from another partnership to lead the initiative. He set about looking at the various market solutions, for both small firms and large. He also looked at niche legal solutions as well as generic CRM solutions before selecting SalesLogix Legal. The decision was reached based on the richness of the features, the e1 Business Professional Services Package, together with the cost advantages that the differing user licence options provided.

The 'data' end of the project has concentrated on Pinsents best clients and prospects. This was done directly with the contacts themselves. The approach of contacts verifying and enhancing 'their own' details through on and off-line methods, and employing the services of a 'data-capturing' company to capture the off-line responses – helped speed up the CRM programme considerably.

None of which would have been possible without the additional programming that e1 Business added to SalesLogix. This allowed the newly verified data to overwrite the old, and the enhanced data (job responsibilities, business Interests and leisure pursuits) to be appended to the existing contact's details.





Simon McNidder commented that "compared to manual entering which was the only possibility before, the data overwriting / appending feature saved thousands of pounds, months of work, and guaranteed a better data quality". The deliberate policy of not placing the onus on lawyers for data capture, verification, and enhancement also helped prevent potential resistance of adoption. Lawyers are still able to add and amend client details as they see fit.

The organisation's CRM strategy has focussed primarily on their top client accounts. The Business Development Team has assumed primary responsibility for data accuracy and can now boast leisure and business interests for over 9000 contacts. The benefit of this was borne out recently, as recounted by Simon McNidder "When compiling an invitation list for a high level networking event, a communication around the firm produced 30 prospects nominated by the lawyers. Using SalesLogix, the marketing department were able to provide details of 600 qualified clients and prospects who had personally indicated a specific interest in the topic".

Another demonstrable improvement came with marketing campaign response levels. A campaign run prior to using SalesLogix was sent out to 10,000 clients and prospects achieving 300 responses. With SalesLogix, a targeted campaign to 1,600 people produced 390 responses. Pinsents are now getting campaign response rates between 10% - 25%, compared to an industry average of 5%. With over 300 campaigns a year this is obviously a significant benefit. "One-to-one e-mail 'trackable' campaigns can be set up and out the door in minutes", commented Simon McNidder.

Deploying firm wide, all staff are readily able to view secure contact information within the database. Departmental administrators manage information for their respective departments ensuring information is kept updated, accurate and relevant. This also allows lawyers to have complete control over their contacts - if they wish.

Teams within the Business Development Department are also now able to add and maintain their own information. For instance, the dedicated Client Service team can link their Client Service Reviews and follow up plans to the companies on SalesLogix Legal, as can the Account Development teams.

Award Wins

Following the implementation of the system, Pinsents have picked up the award for the *Best CRM Project* for an organisation with a turnover under £100 million at the national 2004 CRM Industry Awards staged by CRM magazine. This award follows them winning the *Best Use of IT to Support Marketing* Distinction Award at the LEMAS In Brief 2004 Awards, the UK's first legal marketing awards.

The Future

So what does the future hold? There are plans to look specifically at cross-selling opportunities, to data verify using closed loop e-mail campaigns, and to adopt bid and referral tracking facilities.

With their ongoing commitment and development around CRM, Pinsents continues to demonstrate the award winning strategies that epitomise its leading levels of client satisfaction.

Commenting on the expected ROI of SalesLogix Legal, Simon McNidder said, "Extrapolating cost savings alone should allow payback in year three".

About e1 Business

e1 Business specialise in helping companies improve their performance across sales, marketing and customer services using Customer Relationship Management (CRM) software. Our customers' installations range from 10 users to over 2000, all requiring highly professional support and industry-recognised expertise.

Working with companies in the professional services, hi-tech, manufacturing and engineering industries since 1990, e1 has helped deliver measurable business benefits from CRM. Holders of the SalesLogix Customer Satisfaction Award, e1 are committed to providing a CRM solution that fits your business and meets your objectives. Find out how CRM can help improve your business performance at www.e1business.com

SalesLOGIX® WINS

Ease of use

Ease and flexibility of customisation

Cost advantages of differing licence options

Richness of features

Robust web interface

Price / Value justification

Ease of updating remote users software centrally

Expertise of e1 Business in understanding business issues and technical capabilities

