



LexisNexis®

InterAction®

INTERACTION® AND INTERACTION® IQ

Optimize Customer Relationships, Automate Processes and Improve Communication

LexisNexis® InterAction® is an innovative Customer Relationship Management (CRM) solution with the ability to optimize customer relationships, automate processes and improve communication by enabling better relations with clients and prospects. InterAction delivers actionable and accurate relationship intelligence throughout the firm quickly, efficiently and cost-effectively. This benefits your law firm by saving time and money, resulting in increased revenue.

When combined with InterAction IQ, InterAction offers the ability to easily maintain secure, complete and up-to-date contact information. This additional automation provides the ability to easily uncover more firm contacts while increasing the trustworthiness, accuracy and quality of the contact information. You get more complete and accurate contact information with little involvement. InterAction IQ delivers engagement strength scoring that can help you focus and prioritize the relationships that can deliver the most advantageous results and positively impact your firm's bottom line.

Together, these comprehensive client management tools allow you to target and track high potential client relationships as well as protect and manage those valuable business relationships. As a result, law firms can experience improved efficiencies, effective use of resources and insight into business development strategy and best practices. The solutions can be customized to your specific business goals and objectives, resulting in maximized return-on-investment (ROI) for the firm.

Leverage Client Relationships Anytime, Anywhere

The scalable, modern CRM solution allows for a holistic view of clients and prospects to improve communication and enable better follow-up. All communications are secure and encrypted so that your firm has access to secure relationship intelligence at any time from virtually any location.



InterAction and InterAction IQ provide numerous benefits to your client relationship management strategy including:

- More effective relationship management with reduced administrative costs - helping your firm grow revenue and profits.
- Better visibility and insight into all communications with key clients and prospects to identify valuable contacts and opportunities.
- Ability to see the engagement level with each client and assess each client's relationship risk level.
- Efficient management of the volume and quality of contact information as well as the ability to safeguard against attorneys taking their contacts with them if they leave the firm.

InterAction reduces the time spent by attorneys, professionals and staff on labor-intensive activities, allowing for increased focus on the opportunities that will generate the most advantageous results to protect and grow your business. Attorneys are better positioned to attract, maintain and retain profitable business networks. The combination of InterAction with InterAction IQ provides more effective relationship management with reduced administrative costs - helping your firm grow revenue and profits.

RELATIONSHIP INTELLIGENCE IS BECOMING INCREASINGLY VALUABLE FOR THE GROWTH OF LAW FIRMS, CREATING THE ESSENTIAL NEED FOR DATA QUALITY TOOLS AND AUTOMATION TO DRIVE BUSINESS DEVELOPMENT AND MARKETING PROCESSES.

The LexisNexis training and services teams work with your law firm on all the implementation arrangements to get your new solution installed, integrated, tested and deployed, as well as provide ongoing educational and maintenance services. A value-added selection of consulting services is also offered to address different functional, technical, strategic and organizational aspects of adopting a CRM solution specific to the needs and goals of your law firm.

With approximately 20 years serving the CRM market, InterAction is specifically designed for law and professional service firms of all sizes.

To learn more, visit www.interaction.com

InterAction - Leading CRM for Law Firms



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