



Top UK law firm improves client retention and increases new business with InterAction for BlackBerry solution by Calvis

Hill Dickinson is a top UK law firm, with 160 partners and more than 1,000 employees operating from offices in Liverpool, Manchester, London, Chester, Piraeus (Athens) and Singapore. In February 2010 the firm won the National Law Firm of the Year Award at the 2010 Legal Business Awards. Hill Dickinson's clients include multinational companies, major corporations and UK PLCs, as well as public and professional bodies, public sector organisations and private individuals.

The Challenge

Hill Dickinson prides itself on the quality of the service it provides to clients. The client relationship is built on establishing trust, demonstrating credibility and delivering excellence. Consequently, the firm is, "always looking for innovative tools to enhance the way in which our highly mobile lawyers can improve client and internal communications as well as control and progress mandates and matters," says Simon Gudgeon, CRM Manager at Hill Dickinson.

To this end, the firm had deployed a BlackBerry® solution for mobile email and voice communications several years ago. It consisted of 350 BlackBerry® smartphones and BlackBerry® Enterprise Server for Novell® Groupwise®. The firm chose the BlackBerry solution for two main reasons. One was the advanced security features to protect the integrity and confidentiality of firm and client data.

The other reason was the pervasiveness of BlackBerry smartphones in the legal profession. The firm's partners immediately identified the solutions ability to make more efficient use of time and keep in touch with clients and colleagues when away from their desks.

For customer relationship management Hill Dickinson began using Interaction CRM from LexisNexis a couple of years after deploying the BlackBerry solution, but take-up had been slower than expected as it was only accessible via computer. This didn't suit the lawyers, who had grown very accustomed to the extra freedom that their BlackBerry smartphones accorded them.

Benefits

Improved client service & retention

Identify and win new business opportunities, faster

Improved quality of client data

Secure and easy to implement

Capitalised on existing BlackBerry infrastructure



Calvis screenshot on the BlackBerry® Bold™ 9000 smartphone

The Solution

In late 2009, Gudgeon got in touch with Calvis™, a member of the BlackBerry® Alliance Program, to explore the possibility of mobilising InterAction, and over the Christmas period Hill Dickinson trialled InterAction for BlackBerry by Calvis™. "We had rave reviews from the pilot group who were using it," says Gudgeon. Hill Dickinson quickly went from trial to full deployment.

This application gives Hill Dickinson's BlackBerry smartphone users access to all the company contacts directly in InterAction instead of via individual address books. Moreover, in addition to standard client contact data, it provides "contact intelligence" information, such as activities, meetings, mandates, matters and relationship intelligence, which includes all the people that other colleagues know and relevant profile fields displaying key practice management data.

The Benefits

Behind the scenes, the deployment of InterAction for BlackBerry went very smoothly because it integrated seamlessly into Hill Dickinson's existing infrastructure. According to Gudgeon, "it used the existing infrastructure and security settings; it took less than a day to deploy; and there was no need for additional training because it accesses familiar InterAction screens and uses a straightforward, point-and-click web browser interface."

The benefits for the users quickly became obvious. They no longer had to call the office to obtain client contact details or talk to their colleagues about their latest interactions with the client. For example, Tony Goldsmith, Partner and Master Mariner, finds the speed and convenience of the BlackBerry application "essential in building new relationships and supporting this level of responsiveness and quality" in what is a large and strategically important region of the world. Goldsmith no longer has to wait for the European offices to open to obtain client information. He can look it up on his BlackBerry smartphone from wherever he is in the region.

The ubiquity and popularity of BlackBerry smartphones and the mobile solution by Calvis have helped enhance the success of the InterAction CRM deployment. "A CRM system is only as good as the data it holds," says Gudgeon, who credits the ease of use and reliability of the BlackBerry solution with a significant increase in the use of the InterAction system. "When they're out on the road and they've just had a meeting, instead of writing notes and waiting until they get back to the office to update InterAction, they're updating the InterAction system from their BlackBerry." As a result, the client information in the system is very fresh and immediately accessible to the rest of the firm's partners.

Gudgeon concludes, "Our BlackBerry solution for InterAction by Calvis has enabled us to increase the quality of our service and retain more clients; to tighten the control of our delivery and grow our reputation; for our staff to become more productive and reduce operational costs; and to enhance our business development activity and win more of the business available on the market."

www.blackberry.co.uk/casestudies

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Simon Gudgeon,
CRM Manager at Hill Dickinson

Calvis is a specialist business and technology management consultancy focused on the professional services sectors. Calvis work can be both strategic or tactical, depending on the requirement, but above all provides advice based on years of experience. Its long term success has been founded on understanding business process technologies such as content management, workflow and business intelligence. Put simply, we understand how technology can be used to meet business objectives.