

SalesLOGIX[®]

Irwin Mitchell Implement SALESLOGIX[®] to Integrate Client Management and Marketing Automation

KEY ACHIEVEMENTS

- SalesLogix provided extensive functionality at an affordable cost.
- A reduction in the time taken to answer customer queries has been achieved.
- Marketing are now able to use multi-level segmentation as a targeting tool.

CUSTOMER PROFILE

Irwin Mitchell is one of the top 20 legal firms in the UK and provides clients with a wide range services including Family law, Human Rights, Personal Injury and Corporate Services. Operating out of four locations throughout England whilst also delivering services over the Web, they have firmly established themselves as one of the most customer focused law firms in the UK.

Using SalesLogix customer relationship management (CRM) solution, Irwin Mitchell has made comprehensive client information available to fee earners, marketers and administrators at a keystroke. With phase one of the project now completed, the firm expect to see clear improvements in marketing effectiveness, employee productivity and revenue generation.

The Challenge

Having been established in the market for 80 years Irwin Mitchell had a substantial client base and massive amounts of information to collate, share and manage. With four sites it was becoming increasingly difficult to pull together the relevant client information and keep all employees up to date.

- **Disparate Client Management and Marketing systems**

Business growth had left Irwin Mitchell using disparate and incomplete systems for client management and marketing. This resulted in fee earners being unaware of the information clients were receiving and marketing being unable to target and segment effectively – negatively impacting campaign success.

With marketing unable to see which campaigns clients were responding to they were missing valuable information with which to increase

cross marketing and up selling. Fee earners and partners, on the other hand, were unable to share business development responsibilities as they could not see what the client had been offered and any communication they had responded to.

- **Need to share information across the enterprise**

Prior to implementing SalesLogix it was almost impossible for fee earners, partners and marketing staff to share information across departments, not to mention sites. The lack of a centralised data source resulted in more time being lost to administration, lowering employee productivity levels.

The Solution

Irwin Mitchell knew they needed to modernise their communications infrastructure. With a well-planned set of requirements in place, Irwin Mitchell identified and evaluated four different CRM vendors. After thorough investigation, SalesLogix was selected because it would achieve all of their objectives in the initial role out and provided extensive functionality at an affordable cost.

Their decision to choose SalesLogix over a number of other packages on the market was also based on the ability to integrate the mature client management system with the highly functional Campaign Management module. This marketing module, which was partly developed by the e1Business technical team exclusively for e1 clients, allows complex marketing planning, multiple level segmentation, targeting and campaign evaluation.

The Results

By implementing SalesLogix the firm will have a much-improved system for their clients, their marketing department and ultimately the entire organisation. Using the Read Only Web Client over 1000 employees will be able to share enterprise wide information and answer customer queries at a mouse click.

Through e1's seamless integration of the marketing and client database Irwin Mitchell will dramatically reduce the amount of time it takes to answer customer queries resulting in an increase in employee productivity. Marketing will now be able to use multi level segmentation to target communications for link selling and increased campaign responses, resulting in increased revenue. Penny Harrison, Marketing Manager at Irwin Mitchell, said:

"SalesLogix has helped us to substantially reduce the cost of marketing. The marketing operations are now accurately targeted, easily tracked and efficiently executed. We expect this to make a big difference in the future."

Irwin Mitchell represents a growing segment of the professional services industry that recognise the business benefits of implementing CRM for long term success. With CRM as a key business initiative, Irwin Mitchell will continue to lead the field for customer service and relationship management.