

## FeedWatch at Pannone LLP

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Pannone is a full service law firm based in Manchester, England. As one of the 50 largest law firms in the UK the firms’ contacts and relationships are recognised as a key asset, and they implemented LexisNexis® InterAction® to help organise and manage that information. Although their InterAction implementation has been a success across the firm, they’re always looking to further increase usage and to fully engage as many fee-earners as possible in order to maximise the benefits of the software to the firm.



Tim Davies,  
CRM & Knowledge Executive,  
Pannone

When they heard about FeedWatch they were quick to recognise that it would add value to their InterAction system. Tim Davies, CRM & Knowledge Executive at Pannone, comments: "We want to take full advantage of InterAction. Our aim is for it to hold the entire context of our relationships with our contacts, not just their phone numbers and email addresses. We recognised that having relevant external news brought into the system automatically would be very useful in its own right, and would also act as an extra draw to those fee-earners who might not yet be making as much use of InterAction as they could".

FeedWatch proved to be very simple to install and has been easy to use. Tim comments on their experience implementing the software: "The concept of FeedWatch is great and it works really well. We wanted to start off on a small scale with the highest quality content, so we have concentrated initially on a limited number of key accounts. For some clients we're taking news directly from their web sites, for others we're using FeedWatch in conjunction with LexisNexis® Publisher, which gives us access to qualified news from a wide range of sources and with full editorial control. We'll also be looking at other sources such as Google News in the future".

Most importantly, Pannone’s professional users are noticing and valuing the new content. "Fee-earners have commented that it’s a really useful addition to InterAction” says Tim. "As one example, a senior partner told me about a short notice meeting he had with a key client recently. From one quick look in InterAction before the meeting, the partner got immediate access to a couple of relevant recent news stories about the client that he could refer to during the meeting. The client was really impressed".

Tim adds in conclusion: “We also expect that the news content in InterAction will assist fee-earners in strengthening relationships with clients, by enabling them to approach their contacts proactively to offer advice and solutions as appropriate in response to specific stories.”

### About Pannone LLP

Pannone LLP is a full service law firm with clients split almost equally between businesses and private individuals. With roots that can be traced back as far as 1852, the firm now has 355 lawyers, 110 partners and a total staff of 700 who all work within specialist teams focusing on the niche work carried out by their department. They are based centrally at their office on Deansgate in Manchester city centre and from here they serve clients throughout the North West, as well as nationally and internationally.

For the latest information about FeedWatch and our other products for InterAction, to arrange a demonstration, or to learn more about fellSoft, please visit us on the web or contact Simon Ellison-Bunce:

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