

Fellsoft enable RPC to enhance their award winning Knowledge Management intranet with content from LexisNexis® InterAction®



Leading London-based law firm RPC won the award for Best Knowledge Management Initiative in a Professional Services Firm at the prestigious Knowledge Management UK awards in 2011 for their specially designed KM intranet, named "Edge". Edge applies the benefits of social media in a business context, providing a platform for the firm's staff to communicate, collaborate, and share key information.

When RPC set about further enhancing Edge in early 2012, one important aim was to include information from the firm's LexisNexis InterAction CRM system. As an existing customer of Fellsoft's integration products for InterAction, RPC approached Fellsoft for assistance. Fellsoft owner Simon Ellison-Bunce describes the requirements: "RPC were looking for a tool to create feeds of activity information for key clients taken from InterAction that could be then made available to users in Edge. Flexibility was a key requirement - each feed had to be capable of including activities for an arbitrary set of people or organisations, combining the activities intelligently, and then allowing the resulting content to be filtered and reformatted in various ways."

Fellsoft created an entirely server based solution that provides a browser interface for administrators to create and format the feeds, and also acts as the interface between Edge and InterAction to generate the content for each feed. Within Edge, the feed from InterAction for each key client can now be included on that client's page alongside information from the firm's other internal systems. Feeds can also be used elsewhere - for example, users can add any of the feeds to their own personal area within Edge.

Andrew Woolfson, Director of Knowledge Management & Capability at RPC comments "One of our aims with Edge is to provide a single place for our legal professionals to get a firm-wide overview of any of our key clients. Integrating data from InterAction will provide users with a convenient and current view of engagement with a client through meetings and business development activities, right alongside key data from our other systems."

Dominic Jebb, CRM Executive at RPC adds "Integrating content into Edge is one of the approaches we're using to make InterAction data more valuable throughout the firm simply by making it more visible. The integration solution that Fellsoft have provided is simple to use and flexible enough to meet all our requirements. And once we've created a feed for an organisation, the content flows through directly from InterAction into Edge automatically, so there's no ongoing administration required."

Simon Ellison-Bunce concludes "One of the risks to a successful CRM implementation in a professional services firm is that the data may appear isolated or hard to access. The more firms can do to deliver relevant CRM content directly to users in the environments they're already working in, the more valuable the solution will be to users; and that will inevitably drive increased engagement. The work we've done with RPC is a great example of that idea in action."