

# Kromann Reumert Case Study

Company: Kromann Reumert  
Industry: Law  
Product: LexisNexis® InterAction®

## Partner Leadership and Contact Alerts Functionality Gives CRM Adoption a Boost at Kromann Reumert

Kromann Reumert is a leading Danish, full service law firm with offices in Copenhagen, Aarhus, London and Brussels. Over 300 lawyers cover practice areas ranging from banking and finance law, capital markets, compliance and corporate governance through to employment and labour, insurance, intellectual property, life science, telecommunications and much more. The firm is Denmark's only member of the worldwide Lex Mundi association, an extensive international network of 160 premier and independent law firms.

*CRM Manager at Kromann Reumert, Anders Niemann, talks to LexisNexis Enterprise Solutions about the value that its CRM solution LexisNexis InterAction delivers to the firm.*

### What in your view is the core value of InterAction?

**Anders Niemann:** InterAction is our central repository of contacts. We work across many industry sectors and practice areas and having a keen understanding of our network of contacts is imperative. But crucially, InterAction is our key resource for relationship intelligence. We have integrated InterAction with all our key systems including practice management, document management and the Microsoft Exchange Servers. As a result, the solution goes well beyond 'who knows whom' to provide real-time insight

into the entire firm's network, which we use for many aspects of business operation.

On the consultancy side, the LexisNexis Client Advising programme is of great value. It is free of charge and gives us day-to-day access to a dedicated Client Advisor to whom we can go to for technical, business or helpdesk issues.

---

### How is InterAction being used by the firm?

**Anders Niemann:** InterAction is fundamental to the marketing and business development functions. In addition to being integrated with the firm's technology systems, the solution is also integrated with our web page.

We send out two to three newsletters a week through InterAction. Immediately we can see client activity on every newsletter – which clients are accessing it and how regularly, if there are any new subscribers signing up, are any clients unsubscribing, and the like. This kind of information greatly assists us with client relationship management.

We organise anything between 70 – 90 events annually, all of which are arranged via InterAction. The solution offers an excellent 'segmentation' feature – we are able to ensure that our outreach is well targeted. We also combine our lists in InterAction with the ones we generate from external databases such as Experian and Bureau van Dijk.

---

### Aside from the marketing and business development teams, what is user adoption of InterAction like amongst lawyers?

**Anders Niemann:** We have been using InterAction since 2007 and the organisation appreciates the importance and value of CRM. However recently, user adoption has



Enterprise Solutions

significantly grown across the firm. Two things have triggered this – CRM as a discipline is being championed by one of our Managing Partners. This has had a trickle-down effect in the firm and encouraged all types of InterAction users to more fully utilise the solution.

Secondly, we recently re-launched InterAction, integrating Contact Alerts, an add-on, server-based product for the tool. It delivers content from every user's Watch List, a highly valued feature of InterAction, via an automated email. These alerts show users recent activities involving their key contacts across the whole firm – including business development activities, job title changes, colleagues who are meeting with their contacts, when new matters have been created related to their clients and so on. It has proven to be a really powerful tool for knowledge sharing across the firm. Previously, users could only access their Watch List through the InterAction web client, which wasn't very convenient for fee-earners. Now, because the updates are delivered directly into their inbox, users see the value in keeping InterAction updated.

InterAction is an integral part of our technology mix today and we will continue to look at new ways to maximise its potential, now and in the future.



**Enterprise Solutions**