

Howard Kennedy Increases User Adoption of CRM & Grows the Firm's Marketable Database by 400%

WITH INTROHIVE'S RELATIONSHIP INTELLIGENCE AUTOMATION

As one of London's top law firms, Howard Kennedy LLP has over 200 lawyers that specialize in real estate, dispute resolution, private client and corporate law. Howard Kennedy prides itself on offering approachable, responsive, and exceptional legal services to every client, both domestic and international.

350

employees

54

partners

200⁺

lawyers

4

principle
practice areas

To continue their commitment to delivering an unparalleled client experience and in an effort to grow the firm's understanding of client relationships, Howard Kennedy sought out a Customer Relationship Management (CRM) system to centralize firm-wide client data, with the end goal of increasing insights into the firm's relationship capital. Through the deployment of OnePlace CRM, built on the Salesforce platform, and Introhive's relationship intelligence and insights platform, the law firm has successfully centralized key account and client data while realizing a 400% increase in the number of contacts in their business development and marketing database.

Challenge

Howard Kennedy identified that they needed a solution to bring together the firm's client database of contacts that lived in disparate business systems, including individual Outlook contact cards and spreadsheets. The team knew they had to overcome the initial challenge of launching a new CRM system with clean and accurate data. The second challenge was to drive greater user engagement and contribution of information from lawyers into CRM to grow the number of contacts and quality of information over time.



The firm was working with out-of-date, unmanaged, siloed information from around the firm to manage marketing and business development efforts. There was a real need to put the infrastructure in place to resolve all of those disparate processes. We needed to be able to market consistently, with accurate, up-to-date information, in a system that allowed us to do that efficiently.

DARYL ATKINSON

Director of Business Development & Marketing, Howard Kennedy LLP



While centralising client information from different systems and spreadsheets was the main driver for the team, Howard Kennedy also wanted to solve the challenge of increasing the quantity and quality of client information in CRM, while reducing the amount of administrative work required by lawyers to enter and then keep information up-to-date over time.

MANAGEMENT'S GOALS FOR THE FIRM:

Centralize client data from disparate systems & information silos:

- Encourage CRM adoption from the firm's lawyers
- Increase visibility into relationships of "who knows who"
- Increase team efficiency & engagement in CRM
- Remove the reliance on busy professionals for manual data entry
- Enhance the consistency & accuracy of information in CRM

HOWARD KENNEDY HAD THREE MAIN OBJECTIVES FOR THEIR TECHNOLOGY ROADMAP:

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Improving consistency of information in CRM
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Improve accuracy of information in CRM
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Increase efficiency of the firm's business development efforts

Solution

In order to accomplish these objectives, Howard Kennedy partnered with OnePlace CRM and Introhive to address the firm's client relationship management challenges. With Introhive, the firm was able to bring together business data that had previously been managed in silos. Introhive's relationship intelligence automation has enabled lawyers in the firm to automate the syncing of new contacts and activities into CRM directly from email, giving lawyers back valuable time to focus on client needs. In pairing these two solutions, Howard Kennedy is now able to passively capture contact information from across the firm and gain insights into relationships all in one centralised platform — without adding any extra work for partners, lawyers and business development professionals.



Sync contacts & activities automatically to CRM to eliminate manual data entry



Leverage on-going data enrichment services to maintain contact data quality



Increase consistency and accuracy of information via signature scraping



Access real-time client insights through delivery of Pre-Meeting Digest reports to partners and lawyers



Automate the capture of Post-Meeting notes, activities, tasks & more in CRM



"Going into this project, we knew that most CRM projects fail to deliver desired results. Lawyers hate having to input data into CRM. Introhive is transformative in that we're building a holistic set of information and relationship insights without our lawyers having to do anything."

DARYL ATKINSON | Director of Business Development & Marketing, Howard Kennedy LLP



Results

With Introhive automatically capturing and syncing contacts, activities, tasks, notes and more between Microsoft Outlook and OnePlace CRM, the firm has seen dramatic growth of their contact database to support business development and marketing initiatives, and user adoption of CRM has never been higher. Initial impact in the first 12 months post launch resulted in the following:



53,000⁺
relationships identified
across the firm



4,750⁺
new contacts synced
directly to CRM by
Lawyers



400%
increase in contact
database growth



6,000⁺
pre-meeting Digests sent
to Partners & Lawyers with
client intelligence



With Introhive, we don't have to worry about the engagement or adoption rates of our lawyers in CRM. Instead, data and information collection happens passively in the background and our lawyers can focus their time on revenue generating activities, not data entry. This has resulted in a much richer view of our relationships without requiring additional work from our legal team.

DARYL ATKINSON | Director of Business Development & Marketing, Howard Kennedy LLP



In addition, features like signature scraping and data enrichment services accelerate the collection of additional client information from disparate sources across the firm to add more context and detail to Pre-Meeting Digest reports accelerating business development and marketing impact for the firm.