



INTERACTION® CASE STUDY

## FROST BROWN TODD LLC

InterAction improves firm's data quality,  
reduces bounce rate from 40% to 7%  
in just four months

### CLEAN DATA - THE KEY TO MARKETING SUCCESS

Managing contact information and corresponding data accurately is a must when it comes to supporting successful marketing operations. That imperative was reinforced recently at the Midwestern law firm, Frost Brown Todd LLC.

With more than 500 attorneys in 12 offices located in Indiana, Kentucky, Ohio, Pennsylvania, Tennessee, Texas, Virginia, and West Virginia, Frost Brown Todd serves some of America's top corporations and emerging companies. Maintaining strong relationships with its extensive list of clients and prospective clients has been a hallmark of the firm's success for more than a century.

In addition to providing clients with the unparalleled services that have earned Frost Brown Todd national ranking in nearly two dozen practice areas, a similarly important key to nurturing client relationships is effective communications. To that end, the firm places considerable emphasis on marketing efforts directed to its extensive contact lists.

### DIRTY DATA - THE KEY TO INEFFICIENT MARKETING

Much of Frost Brown Todd's legacy contact data became duplicated, outdated, and inaccurate over a long period of time. This led to a host of issues, including a 40% email bounce rate, and a significant time drain on attorneys and staff as they had to repeatedly manually recreate marketing lists for firm-sponsored events. This only added to the duplication in the underlying data.

### NEW LIFE FOR CRM

The firm decided to revive InterAction by investing in experienced consultants, by hiring a full-time customer relationship management (CRM) administrator, and by deploying full-time data stewards. Brought on as Frost Brown Todd's CRM administrator in 2016, Jennifer Holbrook brought a fresh set of eyes, the determination to set things right with the neglected CRM, and a willingness to obtain an in-depth knowledge of InterAction.

## TRAINING ENSURES PROBLEM-FREE LAUNCH

After evaluating the situation, Holbrook determined that a well-trained administrative staff using InterAction was critical to solving the firm's contact data clean-up challenges. She began the training regimen with a series of live video conferences. Presenting two sessions per week for an entire month, Holbrook first covered the "Why" behind using a CRM in general, then followed with "How" lessons devoted to providing in-depth familiarity on the use of InterAction. The lessons were taped so that future hires would have access to them as part of their on-boarding experience. To avoid loss of billable attorney hours, training was limited to the administrative staff.

All training was conducted prior to the InterAction go-live. As testament to the quality of the pre-launch training, Holbrook reports that she hasn't logged a single call reporting a problem since the system was implemented and that the feedback has been overwhelmingly positive.

## BENEFITS ACROSS THE BOARD

The CRM revitalization has resulted in numerous benefits for the firm – all of which stem from having easy access to clean, reliable contact data. Chief among the benefits is a dramatic improvement in the efficiency and accuracy of the firm's marketing efforts. Because it now has the ability to send emails to verified and highly targeted contact lists, the firm's email bounce rate has fallen from a disappointing 40% to just 7% since the launch. The marketing team has witnessed a 5% increase in the email open rate, and unsubscribe requests have been cut in half. The use of Prioritized Data Management Queries (PDMQ) identifies potential duplicates of the firm's high-priority contacts by name, company, and email address quickly and efficiently.

## Client Snapshot

### FROST BROWN TODD LLC

#### CUSTOMER PROFILE:

Frost Brown Todd LLC is recognized as one of the top firms in the U.S. for client service. It represents a diverse range of clients, including Fortune 500 companies, insurance companies, financial services firms, manufacturers, media companies, healthcare providers and hospitals, energy companies and utilities, entrepreneurs, and emerging businesses. The annual BTI Consulting Group Client Service A-Team report noted that the firm was particularly strong in the areas of Client Focus, Commitment to Help and Providing Value for the Dollar. It also ranked the firm a Best of the Best in Regional Reputation.

#### BUSINESS SITUATION:

Frost Brown Todd struggled with the consequences of a neglected CRM. Inaccurate contact data resulted in a 40% email bounce-back rate and attorney dissatisfaction with the amount of effort it took to create and maintain marketing lists.

#### SOLUTION:

InterAction, properly implemented, simplifies and automates contact data collection and cleaning.

#### BENEFITS:

- More complete data ensures accurate marketing lists and integration with Vuture provides the ability to implement activity tracking
- New clients matched to existing company contact data automatically
- Use of rules ensures that notifications go to correct lists by geographic area and practice group
- Simplifies CASL compliance

#### PRODUCT SUMMARY:

- Corporate Solutions
- InterAction

“There’s no value in historical data if it isn’t accurate. InterAction helped us clean up our data and eliminated the nightmare of reconciling spreadsheets containing conflicting records.”

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## THE RIGHT SYSTEM FOR REACHING THE RIGHT PEOPLE

### **Automation**

InterAction Passive Data Capture keeps contact data clean, current, and complete with limited administration using the signature blocks of emails, so secretaries no longer have to aggregate multiple spreadsheets and attempt to reconcile conflicting contact information manually.

### **Compliance**

Canada’s Anti-Spam Law (CASL) requires Canadian and global organizations to receive consent from the intended recipient before sending electronic messages of a commercial nature. The use of an InterAction and Vuture integration allows Frost Brown Todd to effectively manage its marketing lists to ensure CASL compliance.

### **Productivity**

Having undergone extensive training on data entry standards and the use of InterAction, the firm’s administrative staff is able to maintain contacts and mailing lists for attorneys and provide assistance with business development activities, freeing the attorneys to concentrate their attention on billable activities.

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## About InterAction

InterAction® is the leading provider of CRM software and services, which enable professional services firms and other relationship-based organizations to create the relationship intelligence they need to uncover new business opportunities. Discover more about InterAction online: [interaction.com](http://interaction.com)

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