



## Dynamics CRM for ALB Effective marketing for forward-thinking law firms

**The relationship between law firms and clients is quickly changing. With a shift in how consumers want to engage with solicitors, and higher expectations of how services are delivered, it is becoming increasingly difficult for firms to ensure clients are loyal and willing to recommend your legal services to others.**

Client relationship management (CRM) and outbound marketing are essential for forward-thinking law firms to ensure they are interacting with prospects and clients in an effective way and differentiating themselves from the competition. Law firms need to adapt their technology suite to enable communications which maximise client satisfaction and engagement, while effectively reaching out to prospects.

Dynamics CRM for ALB meets these needs. A critical element in maintaining consistent relationships with clients and ensuring recruitment of prospects, our solution connects your practice and case management system to a market leading CRM platform. It enables effective market segmentation whilst eliminating the need to re-enter data or waste time and money on campaigns running on outdated information.

### **Ensure client satisfaction**

Making sure your clients are happy with your services is imperative to the success of your firm today and in the future. Now, more than ever,

solicitors are expected to engage with clients through multiple channels which traditionally some law firms haven't used in the past. Through adopting a CRM which incorporates a bespoke marketing tool which delivers higher levels of communication, your clients will feel more engaged with the firm, and therefore have a stronger connection and are more likely to remain loyal.

### **Leverage client and prospect data**

Having a practice and case management system means your law firm's data is stored in one centralised location which staff have easy access to. This valuable data helps ensure the success of your firm; held within your system there is a wealth of information which can be used to effectively segment your prospects and clients giving you the knowledge to communicate with them in a powerful way and this is extended further when combined with an effective marketing tool. Marketing campaigns can be run in an agile, timely way, leading to real-time opportunity creation and outcome reporting.

# Dynamics CRM for ALB

## Challenge the competition

The legal market is changing quickly and with competing law firms doing more to ensure client recruitment and retention there is added pressure to act in order to remain a contender in a crowded space. Marketing is more effective for firms when they use a targeted approach; clients and prospects are more likely to be drawn to firms which are offering an engaging and inclusive service through tailored communication which is taken from the information available in the system you use every day. Providing your clients with these higher levels of engagement means you can get closer to the people who are important to your firm's success and make you stand out from the crowd.

## Increase revenue

Your clients are crucial to ensuring your success, now and in the future, and their satisfaction is crucial to making sure the revenue of your firm continues to grow. If clients and prospects get the right information delivered to them in an engaging way are more likely to stay with you, guaranteeing their future business. Through effective communication your clients are more likely to feel satisfied with the service they have received, securing loyal customers who speak warmly of your offering.

## Save time

Eliminating the need to run marketing departments from multiple spreadsheets and manually track processes means your staff will be able to work more efficiently and effectively. Communication with clients and prospects is seamless when all your data is held in one

accessible system. Keying information into disparate systems, relying on spreadsheets, mail merges and personal email addresses stored in Outlook is not a scalable way to grow your law firm and communicate with clients. Maintaining data consistency in both systems ensures that staff save time and errors are avoided.

## One integrated system

Using two systems which don't integrate for practice management and CRM means that your marketer will be unable to accurately understand and track mailing preferences as they won't be automatically updated in your system. By integrating ALB with Dynamics CRM your firm will have one smooth process in place, enabling automatic updates between systems. With GDPR approaching, it is key that data within your systems is accurate and you are able to track changes with confidence. Our solution solves this problem and makes sure your firm's data is in the best shape possible.

## More information

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