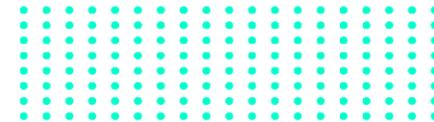


# Global law firm innovates with data

Industry: Professional Services

Solution Area: Data Analytics

 **LOGICALIS**  
Architects of Change



## The Challenge

To provide a more personalised customer service experience to the international law firms' clients by making better use of data; collating and analysing information from different sources to be able realise a more coherent and actionable picture of customer needs.

## The Solution

Logicalis was engaged to provide expert consultancy support to establish a defined project scope, proof of concept and subsequent milestones through to full implementation of a data leveraging programme across their business. The Logicalis solution created a pilot platform that enabled them to 'visualise' new areas they could potentially support clients, by abstracting data from a number of disparate sources into a single dashboard. Within the dashboard, the analysts could apply various filters, run reports, manipulate data and drill-down into granular detail – all within a highly secure environment.

## The Benefits

Combining data sets to provide a single view of their clients journey has significantly improved the speed, prioritisation and efficiency of business development activities. Messages can be personalised and specific to needs, which leads to an increase in the conversion of opportunities.

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