



artesian™

Client Intelligence for the Legal Sector

Artesian Solutions

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The success of Artesian in terms of improved client engagement was clear immediately. In just 4 weeks we saved £50,000 - £60,000 worth in fee earner time

FBC MANBY BOWDLER



Client Intelligence for the Legal Sector

THE LEGAL SECTOR IS

CHANGING

The legal market has seen drastic changes over the years and continues to change faster than ever before:

- Clients expectations rise as they become more educated and informed
- Competition increases as law firms specialise and digitalise
- Support functions become squeezed for time and resource as margins are pressured

The need to align and meaningfully engage with clients has never been greater. It's something that requires a thorough understanding of the industry, your clients business and people you are working with. It's not about maintaining billings anymore but having a genuine interest in helping your clients to achieve their goals.

ARTESIAN FOR FEE EARNERS

CLIENT FOCUSED ALERT SERVICE

Artesian will reduce the noise within your clients 'ecosystem'. Artesian scans millions of online sources every minute and uses artificial intelligence to extract information on key developments within your client, their separate business units, competitors, regulators and their key customers.

Track the topics that are most important in your news feed such as mergers, management changes and growth stories with colour coded triggers.

With Artesian, law firms can change the day to day administrative conversations with their clients into meaningful engagements which will help improve retention and potentially leverage further conversations to expand the business lines available.

What are the benefits?

- Average time spent researching client developments reduced by 75%
- Rapid identification and action of material developments and risk changes in client ecosystem via daily email alert service
- Increase in revenue from retention and cross sell opportunities into new lines
- Weekly industry news alert
- Prepare for upcoming calls or meetings with comprehensive profiles on clients and prospects
- Mobile friendly – email, calendar sync and app
- Value based pricing for fee-earners.



ARTESIAN AS A SERVICE FOR

RESEARCH & CLIENT SERVICES TEAMS

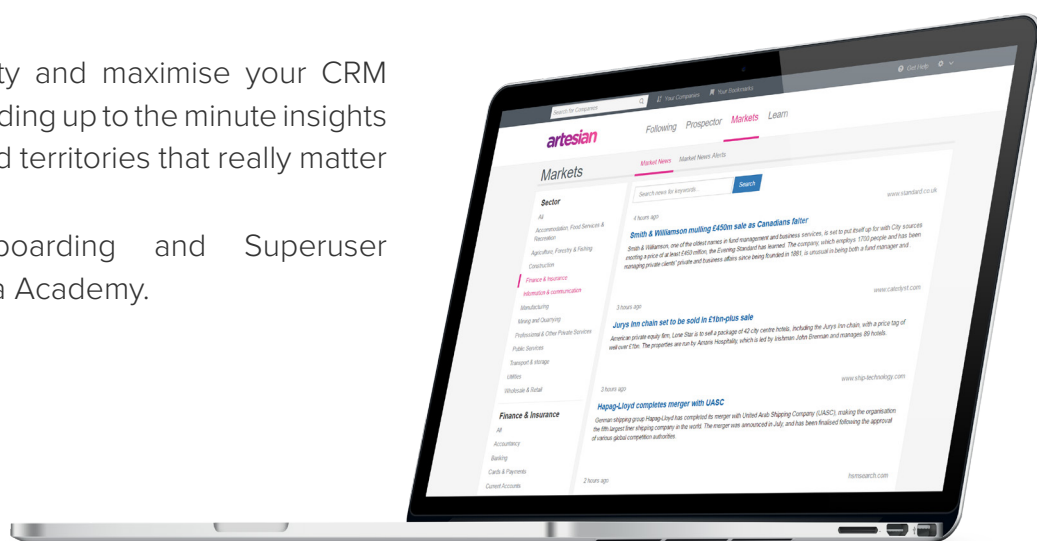
Artesian provides data and business insights to help teams understand and align with their clients to build long-lasting relationships.

Artesian uses advanced algorithms to extract information on the markets, companies, people, business development opportunities and topics that your team are working with. Law firms working with Artesian understand their clients, prospects, competitors and partners better, can spot opportunities and risk more easily and engage with clients in a timely, more meaningful way.

Artesian drives curiosity, customer alignment, credibility, competitiveness and client satisfaction.

What are the benefits?

- Reduce research time and improve account intelligence with detailed records on millions of companies
- Daily alerts on core client group, competitors and prospective clients
- Prospect intelligently - discover everything you need to know about a company or industry sector
- First mover advantage - be the first to learn about a new merger & acquisition or regulatory fine
- Improve productivity and maximise your CRM investment by providing up to the minute insights on the accounts and territories that really matter
- F2F/Webinar on-boarding and Superuser Pathway training via Academy.



FBC Manby Bowdler LLP, a Legal 500 top tier law firm, is a full service practice, focused on and committed to intelligently delivering stellar service to its customers.

Challenge

FBC Manby Bowdler needed a solution that would help them improve existing relationships while creating new ones as a result of a greater understanding of their clients' businesses as well as the industry as a whole.

Solution

Artesian has now been rolled out across the firm from employment, family and planning teams to litigation who are using it in a variety of ways. Firstly, to deepen relationships with current clients, keep abreast of what is going on within their businesses, to ensure that they are engaging with them in proactive ways. Secondly, to identify and attract new business. Thirdly, to encourage greater collaboration across the firm so that they can identify and fulfil any opportunities in client legal service requirements.

Outcome

Deeper client relationships; Identification and attraction of new business; Greater cross firm collaboration; Improved speed of information gathering and boosted fee earner efficiency.

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The best piece of business advice I have ever been given is 'listen, listen, listen'. This is what we do with the help of Artesian. We listen to our clients, we build our business around their needs and we stay the course.

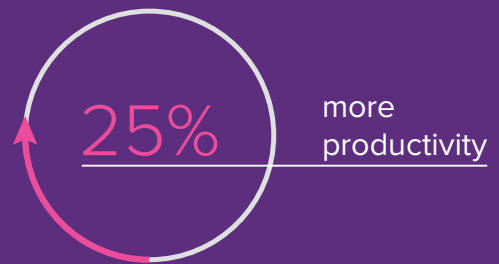
Neil Lloyd
Sales Director
FBC Manby Bowdler



Watch the video

artesian.co/case-studies/fbc-manby-bowdler/

What do our customers say?



ABOUT ARTESIAN

THE CHANGING LANDSCAPE OF B2B RELATIONSHIP MANAGEMENT

Artesian is a powerful AI driven service that equips client facing teams with the resources they need to succeed in a modern commercial environment.

Apps that drive action. MI that measures impact. A service that inspires and coaches. Artesian provides the data, real-time insight and context needed to find customers, create meaningful engagements, sell more and create long-lasting business relationships.

HOW IT WORKS

With the use of AI technology layered on top of company information, data and news, Artesian helps you uncover opportunities, build relationships and accelerate deals.

Artesian continually scans millions of online sources for data on markets, organisations, individuals and topics, and uses sophisticated algorithms to filter and transform that information into commercially valuable insights.

With Artesian, you can track your customers, prospects, competitors and partners; spot and capitalise on business opportunities; and manage risks in your pipeline.

Artesian helps drive customer alignment, credibility, competitiveness and client satisfaction.

artesian.ai

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