Driving revenue & profitability growth

SAUL EWING
LLP

Saul Ewing Arnstein & Lehr LLP offers a comprehensive suite of services, coupling the experience of a national firm with the value and connections of a local business.

With their current setup, they weren't able to utilize data in a way that aligned with their key business goals: to increase revenue and profitability.

Mind Alliance's Strategic Account Management (SAM) solution cleaned and consolidated data from different sources to make it valuable to Saul Ewing. This enabled them to identify promising client opportunities through targeted marketing, in order to drive growth.

Transforming data to solve common obstacles

As is the case in many law firms, Saul Ewing's client records were filed using different naming conventions across different departments.

This left them unable to garner a full picture of each client's potential, rendering it impossible to select high potential clients on which to focus their BD and marketing resources. Using custom proprietary processes, Mind Alliance developed an **entity naming resolution** – establishing consistent client identification across the board.

Once the data was transformed, it was pushed into the SAM warehouse, where there was one clean record of each client.

Challenges

- Disparate data sources (internal and external) with inconsistent client identifiers

- Duplicate records of clients in different data sources

- Data quality issues, specifically with Interaction CRM data

- Missing data for key client attributes

- Missing relationships and associations between different client records

Metrics that inform business decisions

Saul Ewing was keen to provide valuable clients with a white glove service – but before Mind Alliance integrated their data, the firm had no quantifiable method of identifying promising recipients. The marketing department dedicated their resources based on anecdotal evidence and gut instinct.

Having pulled through the transformed data to the SAM warehouse, we were now in a position to create **brand new metrics**, comprising:

✔️ Engagement analytics – Quantifying levels of client engagement with Saul Ewing

✔️ Revenue consistency – Assessing the financial health of each client to predict the likelihood and extent of their future spend with the firm

✔️ Relationship metrics – Understanding the breadth and depth of the firm's relationships with individual clients

With this **complete 360 view** of each client, the team was able to analyze current SAM prospects, recognize clients who should qualify for the initiative, and pinpoint crucial steps to develop and improve client relationships.

"The SAM solution has transformed how we focus our efforts and has helped us become more effective when engaging with our clients"

Kelly Breslin Enache, JD - Chief Marketing Officer, Saul Ewing Arnstein & Lehr LLP

Key Results

📈 Evaluating client potential

🔍 Identifying marketing opportunities

⋀ Increasing revenue

Next Steps

Phase Two builds on the successful implementation of data opportunities of the SAM initiative's Phase One aims. This phase includes:

• Expanding data sources from third parties

• Leveraging clean data to perform deeper analysis

• Providing actionable insights to the marketing team

Get in Touch

If you're interested in how SAM might benefit your business to achieve actionable insights into markets, companies and people, get in touch for a free consultation.

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Mind Alliance
COLLABORATIVE INTELLIGENCE