

gwabbit Case Study:

McGuireWoods



America's 28th largest law firm leverages gwabbit to restore missing data, cleanse contacts & track key BD relationships in preparation for a massive CRM relaunch

The problem

How does a large AmLaw 100 firm convince skeptical attorneys that the firm database should be a central tool in their business development efforts? Especially when there's little confidence in the data...

Background

When Chris Mann joined McGuireWoods one year ago, he was given a clear directive—provide a strategy to improve business development efforts by 1) championing an already-existing CRM, and 2) proving to attorneys that they could get value from that CRM. All this was in preparation for a massive re-rollout of the CRM to 23 offices. The problem was that attorneys had lost faith in the CRM and were resistant to using it. Not only were key contacts missing, incomplete or out-of-date, but all-important relationship data was practically non-existent. Mann explains, “When an attorney is looking up a new client, and it's not there, it turns them off to the CRM as a BD tool.” MW had already looked at gwabbit's email signature scraping and relationship tracking technologies, and Chris convinced them to pull the trigger—it was logical that if gwabbit could cleanse and replenish the incomplete database, perhaps confidence in the CRM could be restored

A business development and CRM transformation—in less than 6 months

With limited human resources and a short timeline, Chris wasted little time in adding attorneys whose email would be harvested. He made the decision to go partially automatic with gwabbit, sending newly-found contacts directly to CRM, while putting human eyes on any updates to attorneys' current contact information in gwabbit's Data Quality Management (DQM) console. He found that with this method, only 2-4 employee hours per day were necessary to make it happen.

Anatomy of a gwabbit database transformation: Restoring confidence in BD contacts with minimal human effort

	Time period studied	5 months
<i>Number of attorneys with signatures harvested by gwabbit</i>		943 (All)
<i>Number of people working in gwabbit and InterAction</i>		2
<i>Total amount of time spent on gwabbit by all employees</i>		2-4 hours per day
<i>gwabbit mode used for new contacts</i>		Direct to CRM
<i>gwabbit mode used for contact updates</i>		gwabbit DQM
<i>Number of contacts updated by gwabbit</i>		17,000+
<i>Number of missing contacts recovered by gwabbit</i>		46,500+
<i>Number of relationships created or updated</i>		63,500+

Many goals realized in minimal time

Five months following the launch of gwabbit in earnest, and prior to the re-launch of the CRM firm-wide, the database had indeed been transformed. 63,500 contacts were either created or updated using gwabbit technology, and all with trackable relationships. All attorneys in the firm were harvested, so everyone benefited.

Building the complete BD picture with gwabbit

According to Mann, gwabbit has added significantly to McGuireWoods' Marketing and BD Department's ability to work with attorneys. "We can now slice and dice relationship data to be used for prospecting or ROI tracking. We can dig into our top clients, and track where relationships are lacking—where we need to try to do more. We can ask the question, 'Does this client's rank within the firm match the amount of email traffic occurring?' We've really begun building that complete picture for the marketing knowledge base." Especially valuable is the monitoring of event ROI. "Following an event, we can see new relationships when they begin, then follow up with attorneys. From introduction to pitch to conversion, we are able to see the pipeline develop around a relationship harvested by gwabbit." When asked how management was responding to the initiative, Chris responded, "Very pleased."



"You get the most value from a database when it's meaningful and up-to-date. gwabbit does those two pieces and does them well. The data is from the source—from the contact itself. There isn't much more reliable than that. With gwabbit, we're not going into a meeting with an attorney worrying about lack of data and outdated data. No one will get caught with a lack of something to show an attorney."

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gwabbit

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