

Establishing reliability in a client engagement platform

How Vuture helped Charles Russell Speechlys market its world-class knowledge and, in turn, elevated its legal practice

They say knowledge is power. And the adage couldn't be truer in the case of Charles Russell Speechlys, headquartered in London, with a network of UK and international offices and more than 500 attorneys. But what the law firm once lacked was a reliable means — a reliable email service provider (ESP), that is — to market their private client and business law expertise.

Since making the switch to Vuture, Charles Russell Speechlys has harnessed the ability to have a seamless integration with InterAction, hyper-targeted send lists and personalized email templates.

An intuitive interface

Four hours of remote training was all it took to get their marketing team to feel confident in creating campaigns.

“The usability is big for us. It's important that it's easy for our team to pick up. We have people with more and less experience using Vuture. People are able to build out templates to achieve what they want, while staying on brand,” said Daniel Sheehan.

And with more than 20 users trained to use Vuture, the firm has been sending up to 60 campaigns per month. During a 12-month span, the marketing team created and sent over 250,000 branded emails.



More than an ESP

Charles Russell Speechlys also has untapped the facets of Vuture that make it not just an ESP, but a robust client engagement platform.

The alumni microsite, for instance, is a networking channel for current and past employees, enabling users to create detailed profiles and subscribe to newsletters. Moreover, the microsite can be considered a recruitment stream for former employees to refer candidates to the firm. Charles Russell Speechlys intends to harness the events module, too, to streamline its event registrations and other engagement opportunities.

The bottom line, Sheehan concludes, is “We have to have Vuture.”



“I know from using Vuture that anybody can use it. Secretaries, marketers, they just understand it. You don’t need specialists. You train people and it works.”

— Daniel Sheehan

Sr. Client Systems Manager at Charles Russell Speechlys

A seamless InterAction integration

One of the main reasons Sheehan selected Vuture as the ESP for Charles Russell Speechlys was its reputation for having a premier integration with InterAction, the customer relationship management (CRM) tool that the firm and so many others in the industry rely on.

“The CRM [integration] is ensuring that everything our lawyers need about their clients and prospective clients are at their fingertips,” said Sheehan.

After making the switch to Vuture, Sheehan and his team instantly noticed the difference in how easily contact lists synced without any extra intervention.

Create exceptional client experiences.

Vuture gives you the tools to create value-driven relationships.

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