

How Colin Biggers & Paisley decreased its bounce rates by 50%

while doubling send volume

Using preference management, dynamic content, and Vuture's best-in-class integrations, the legal practice boosted client experience amongst its digital marketing efforts.

Colin Biggers & Paisley is an Australian legal practice with offices in Brisbane, Melbourne and Sydney. The practice has a century-long history of genuine expertise in transactions, projects, governance and dispute resolution. It is particularly known for its insurance, property and construction experience, and has an established reputation in a range of other sectors.

Improving Client Experience

“ Colin Biggers & Paisley's Business Development and Marketing team is constantly exploring new ways to improve client experience.

And with digital experiences being a large portion of their initiatives, Leon Clarke, Client Experience and Events Manager at Colin Biggers & Paisley, has put a special emphasis on executing projects within their technology stack that allow the team and firm as a whole to provide more personalised experiences for their clients and prospective clients.



Putting subscribers in the driver's seat

Most recently, Colin Biggers & Paisley implemented a more thorough email preference management system. Before, subscribers only had two options – subscribe or unsubscribe to all emails. The practice wanted to give each subscriber the option to self-select which newsletters and areas of interest they'd like to receive emails about to enhance their overall experience, lower unsubscribe rates, and increase engagement.

“We decided we needed to get more serious about how we manage preferences, so we worked with the Vuture team to develop a much more sophisticated subscription form that we put on our website, where individuals can choose from a whole range of things to subscribe to, instead of just a general sign-up.”

Now, when an individual is interested in subscribing or when they're interested in updating their preferences, they have more options than a vague signup. Subscribers can choose the industry they work in, the areas of interest they'd like to hear about, and what specific newsletters they'd like to receive. By building this form with iFrame in Vuture, the team was able to embed the form directly so it looks native to the site.

“Before, our newsletters were quite long with a range of different articles. Using dynamic content in Vuture, we're able to just have one version of our newsletter that adjusts according to each individual's areas of interest.

— Leon Clarke

Client Experience and Events Manager at
Colin Biggers & Paisley


The screenshot shows the 'SUBSCRIBE' form on the Colin Biggers & Paisley website. The form is titled 'SUBSCRIBE' and includes a header with the firm's name and navigation links. The form itself is titled 'Please enter your details and indicate your areas of interest using the checkboxes below so that we can keep you up to date with news and events.' It contains several input fields: 'Given Name', 'Family Name', 'Company', 'Job Title', 'Email', 'Address', 'City', and 'Country'. Below these fields are three sections of checkboxes: 'Email newsletters' (with 'CBP Focus Newsletter' checked), 'Events' (with 'Property Think Tank', 'Resources Think Tank', 'HR Highlights webinar series', and 'Education Spotlight webinar series' checked), and 'Areas of interest' (with 'Banking and financial services', 'Capital markets', 'Construction and engineering', 'Corporate advisory', 'COVID-19', 'Education', 'Employment and safety', 'Inbound and outbound foreign investment (including China and the UK/EU)', 'Insurance (including general and product liability, health and medical, professional indemnity)', 'Intellectual property and technology (including cyber security and privacy)', 'Life insurance', 'Litigation and dispute resolution', and 'Maritime law' checked).

It's all in the numbers

With an update to its preference management system and the implementation of dynamic content in its newsletters, Colin Biggers & Paisley has seen dramatic improvements in its email program.

 **32%**
increase in click through rates


 **50%**
decrease in bounce emails

 **5%**
increase in open rates

Powerful CRM integration allows for data-first approach

To provide seamless client experiences, Colin Biggers & Paisley first focused on creating the best possible processes and experiences for their internal teams. By integrating Vuture with InterAction, its customer relationship management (CRM) tool, the team was able to cut down on the manual effort it would take to upload lists and process data on each individual's engagement with the practice. This key integration has become even more important to their work as the focus on personalized experiences has grown.

“The deep integration with our CRM database, InterAction, was one of the things that really attracted me to Vuture. Being able to pull through all of our information from Vuture into InterAction is extremely helpful, especially as we've worked to clean up our data. When I first joined, our CRM database was just a glorified address book. And now we're trying to use it as a database to help guide decisions. Having that deep integration makes the process so much easier,” said Clarke.



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COLIN BIGGERS & PAISLEY
LAWYERS

Thursday 1 October

11.00am - 12.00pm (AEST)

Online

Enquiries to events@cbp.com.au
or 03 8624 2094

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Vuture x Zoom make a seamless event experience for all

The thorough integration with InterAction, combined with Vuture's Zoom integration, has positively impacted the team's event processes as well. With more than 100 online events per year, with a mix of educational webinars and entertainment-based virtual events, the Business Development and Marketing team was eager to find ways to make the processes more efficient and more enjoyable for those attending.

Before these two instrumental integrations, there was very little automation behind the legal practice's internal and external processes. Now, when an event attendee registers through a Vuture form, the data is automatically passed to Zoom, and then once they've attended the event, that data is automatically passed back through to Vuture and InterAction. This means that when the team sends out its end-to-end emails — invites, confirmations, post-event check-ins — the team can feel confident the right messages are going to the right people.

“We love Vuture's Zoom integration because it makes hosting events so much easier and events are a part of our DNA at Colin Biggers & Paisley,” said Clarke.

Create exceptional client experiences.

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

Get a demo