



“AMLaw top 50 firm Akin Gump uses Vuture to increase comms efficiency by nearly **60%**.”

Can you tell us something about the challenge you faced before you started to work with Vuture?

“Things were simply not efficient before we had Vuture. It meant we weren’t efficient during the day because the technology was holding us up.”

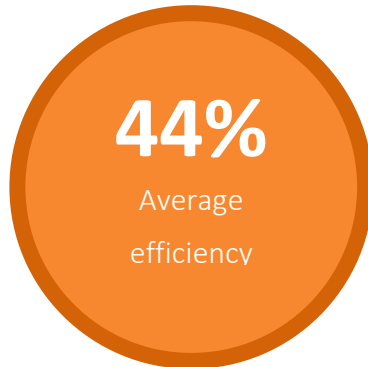
Before Vuture, we were using another vendor that integrated with our CRM and this vendor had two big problems:

First, their user interface was not easy for people to use so it made the process of creating even simple campaigns very difficult. Second, all the emails were being sent from a single IP address and we constantly risked client networks seeing us as a spammer due to the volume of emails going out.

This meant IT would sometimes throttle email campaigns to avoid being black listed.

This created extra work for IT and it meant that our communications did not always go out when they needed to – particularly if we had larger than normal campaigns to run.

Can you quantify the scale of the problems?



Things were simply not efficient before we had Vuture. It meant we weren't efficient during the day because the technology was holding us up. While we don't have precise figures, as a rule of thumb, **an activity that would take us 20 minutes with Vuture would take us 45 minutes with the other vendor.**

So, it was taking us more than twice as long to get our work done and of course this was not a sustainable way of working.

Why was it important to address this challenge? What was the impact to the business of these challenges persisting?

When you have a team with a lot of work to do, any friction in the process of creating, distributing and analysing a campaign is a problem. Marketing communications that needed to go out on a particular day simply wouldn't go because if tasks are taking more than twice as long to perform, half the work is achieved.



How did Vuture help you to resolve these challenges?

The team did a lot of research to find a suitable replacement for our incumbent marketing platform and we ended up evaluating a number of different options. There were a lot of features that Vuture provided that we liked and that effectively addressed our main pain points.

The price point was the right balance of value and cost and we felt comfortable that Vuture was going to meet our needs. We also needed a product that would help us to manage our preferences effectively and the Vuture Preference Centre was the ideal fit.

For example, it allowed us to create a branded email putting multiple blogs into the same digest. If a client subscribes to, let's say, four blogs they could get it all in one email rather than four separate emails.

This was great. It also allowed us to pick multiple times during the day that we wanted to send the communication, so it wasn't random. We picked a particular time in the morning and a particular time in the afternoon because we knew if there was something time sensitive happening, we would not want people to wait until the next day to receive it.

So, having that second slot was really helpful.



What was it like working with the Vuture team?

“The initial roll-out was great.”

The Vuture team was very well versed in the system; they sat down and brainstormed with us to help us find solutions.

We worked together to ensure we had the full set of snippets so we could function fully on day one. Using snippets created a steep learning curve for our team but Vuture was very much by our side every step of the way and extremely helpful.

When we recently had to refresh our brand, which meant we needed to re-build our templates, we received the same level of fast, solution- finding service from our account manager that we did when we started working with Vuture.

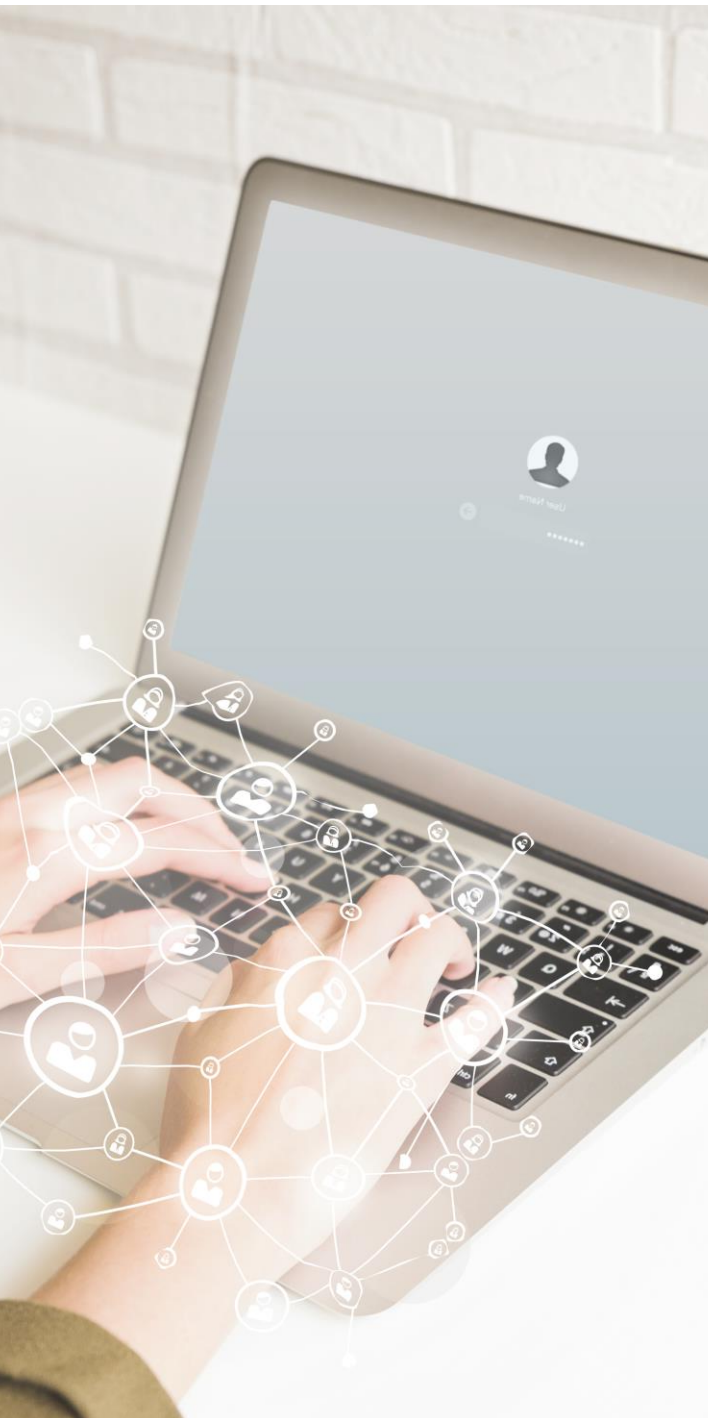
They were able to work with our designs and ensured all of our needs were met.

What were the success measures?

When we talk about success we think about it in terms of meeting the objectives we set when we started using the Vuture platform.

The fact that we can create a campaign in about half the time that it took in our prior system means that our team is more efficient, which gives them extra time to focus on strategic projects and other things that we need to get across the finish line.

How did the results impact the business, the lawyers/partners, the marketing team?



With regard to the impact on the firm and our lawyers, the success in many respects was down to the fact we had no complaints and the team could, effectively, do their jobs.

The firm is very pleased that the right information is getting out in a more timely manner and that emarketing campaigns are easily recognisable as ours.

There is no question from whom a blog post came when a client receives it, which is great.

The impact for the marketing team is really about efficiency and the fact that Vuture's interface is so easy to use – allowing us to do things very quickly. We have a constant high volume of communication requests that goes through the marketing technology team, which also handles the website and CRM.

They are a very busy team and they know when a lawyer needs something to go out on a timely topic, it must go out right away.

The fact that the Vuture system allows us to work so efficiently and meet often challenging deadlines, versus other systems, makes a huge positive impact on the firm.

It means we are first at the table with our marketing, and that we are doing things in a way that lawyers want it to be done. This is a big success for us.

Sound bite opinion piece:

In your opinion, what are the biggest challenges faced by a marketing leader in a major law firm?

I think that talent is always a problem. Finding and retaining good people can be hard. Also, staying ahead of the curve, or sometimes just in line with competitor firms as well as professional service providers outside law is also important.

We, as a firm, must always make sure that we are as sharp as we can be and that we really do have a holistic view of firm needs so that we can find the best solutions.

What is your vision of the future of legal marketing and how does technology impact that future?

Our inboxes are loaded with emails and people are pressed for time now more than ever. More is being demanded of them at home, in the office, in all aspects of life. The amount of time you have to read the emails that you receive is limited, and there is a lot of “noise” in the inbox due to spam and low value emails you receive.

But businesses want to be heard and they will need to find a new way to stand out in the crowd. Because of this, we will probably see the emergence of different communication channels, perhaps the re-emergence of “snail mail” or a new channel we haven’t even considered yet.

Want to learn more on how the Vuture platform could help you and your firm?
visit vutu.re or email explore@vutu.re

About Akin Gump

Founded in 1945, Akin Gump Strauss Hauer & Feld LLP is a leading international law firm with more than 900 lawyers in offices throughout the United States, Europe, Asia and the Middle East.

About Vuture

Vuture was established to transform the communication and event model for professional services. The platform’s seamless integration with world-leading CRM providers enables users to create unique, consistent and personalised communications, securely, to power value-driven client experiences.