



“Vuture enabled our marketing team to take our investment in InterAction to another level.”

## Overview

Established in Montréal 90 years ago, De Grandpré Chait is a full-service law firm with more than 70 lawyers. Leader in real estate in Quebec, De Grandpré Chait is also the go-to firm for business law, taxation, commercial litigation, banking law, intellectual property, labour and employment, bankruptcy, insolvency and restructuring, construction and municipal law, as well as insurance.

In October 2016, the organisation's marketing team undertook a project to manage client data more effectively. The vision was simple: deliver personalised and relevant communications that create value-driven relationships, whilst ensuring client data was clean and protected.

Vuture became the firm's go-to partner and in just over a year the results seen speak for themselves

**87%**

87 per cent decrease of unqualified contacts

## The challenge

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‘As fee-earners, lawyers are like clients of marketing. Therefore, it is of high importance for the department to show that engaging in the process is a worthy goal. By doing so, the marketing team underlines how valuable the investment can be for its customers in terms of money and time.’

**‘300,000  
unqualified  
contacts’**

Marketers understand the value of client data. The team at De Grandpré Chait is no exception. With a burgeoning database of over 300,000 unqualified contacts, there was a need to clean things up and demonstrate the value of efficient and accurate data management.

Furthermore, previously disappointing database user-experiences, shared by the lawyers in the firm, made it more challenging to promote the benefits of software that would support client relationship-management and make fee-earners more effective. Ultimately, changes needed to be made to:

- Ensure data best practice and compliance are observed
- Enable better client relations through relevant, timely and personalised communications
- Engender trust between legal and marketing professionals based on continued project dialogue and the demonstrable success of the project

## Tackling the challenge

‘The project was never about saving time, it was about being able to get things done that we couldn’t before, such as ensuring our lawyers could access relevant information in real time.’

Data management and client relations were the central strategic goals for the project. The existing partnership between Vuture and InterAction provided proof of success and offered a fully-integrated client-relationship management and CRM platform that met all current requirements and those panned for later project phases.

Once Vuture and InterAction were identified as the providers of choice, this then led to the following approach:

- Demonstrate value, quickly, to fee-earners and stakeholders in order to garner project support
- Deliver relevant client insights in real time to lawyers to cultivate authentic client relationships
- Engender trusted relationships between fee-earners, their respective assistants and marketing team, internally, supported by successful outcomes
- Create a seamless client experience across all touchpoints and protect the De Grandpré Chait brand

‘Vuture and InterAction provided proof of success’

## The outcome

‘Taking on this project gave us, as marketers, the opportunity to:

- Develop a culture of business development: as a whole we are more proactive and efficient in our initiatives and each lawyer is able to connect better with his/her clients;
- Really clean up our systems and streamline our processes, training the lawyers on the importance of maintaining accurate information and data.’

‘Vuture became the firm’s go-to partner and in just over a year the results seen speak for themselves:’

- Reduced over 300,000 unqualified contacts to 40,000 qualified contacts (87 per cent decrease) for a cleaner and compliant approach to client communication.
- Automated arrival notifications for over 400 event delegates alerting lawyers that their clients had arrived.
- Simplified file-closing process to ensure data was relevant and available in real time.
- Created easy-to-understand connections between clients and fee-earners to build trusted relationships.
- Produced templates that do not require marketers to be graphic designers enabling seamless client experience across all touchpoints.

Want to learn more on how the Vuture platform could help you and your firm?  
visit [vutu.re](https://vutu.re) or email [explore@vutu.re](mailto:explore@vutu.re)

### 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. Vuture’s automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.