



# Tap into the power of your data

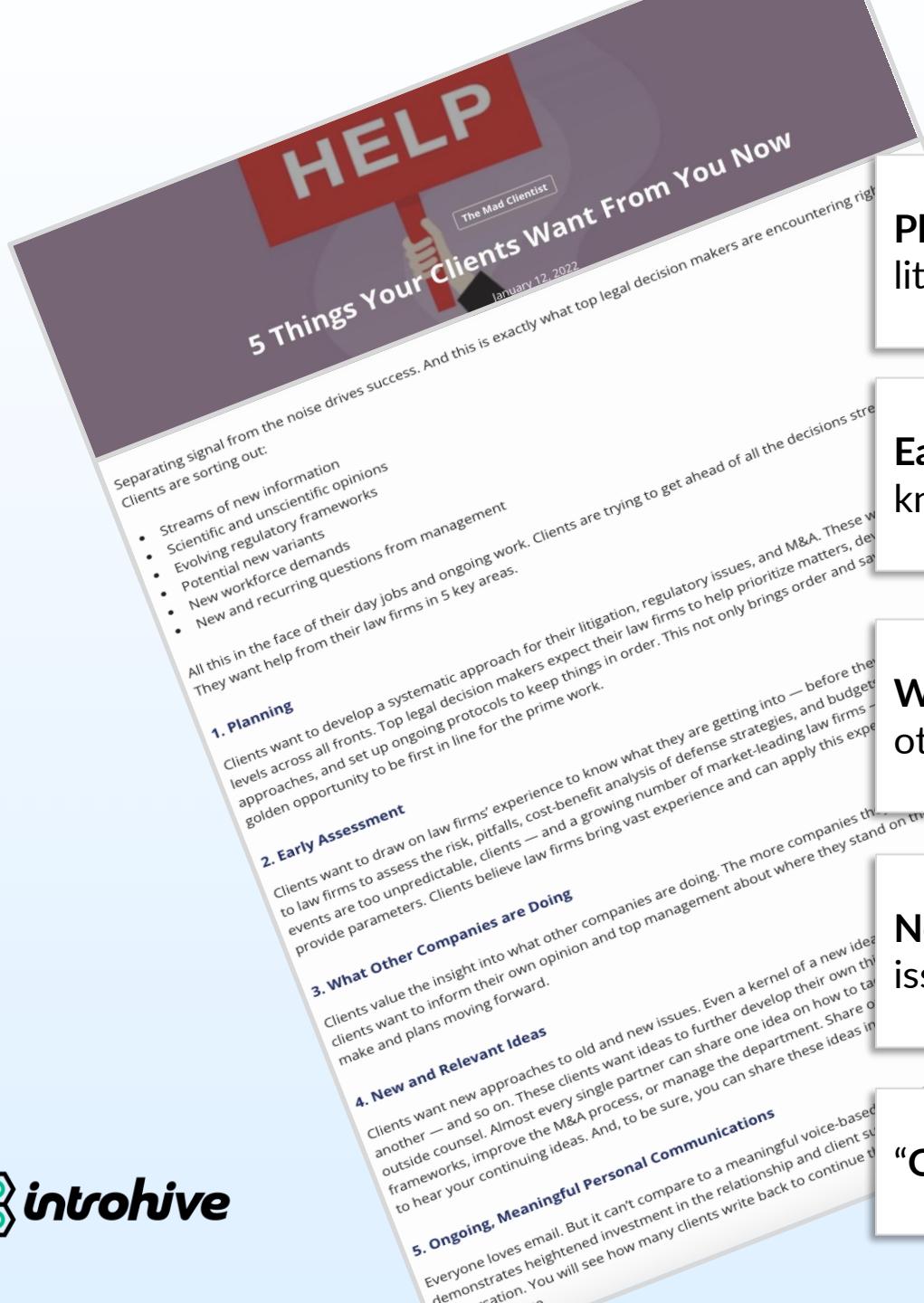
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Experience. Retention. Growth.



Jeffery Parrish, Global Head of Industry Strategy  
Introhive

# The Mad Clientist



**Planning:** Clients want to develop a systematic approach for their litigation, regulatory issues, and M&A.

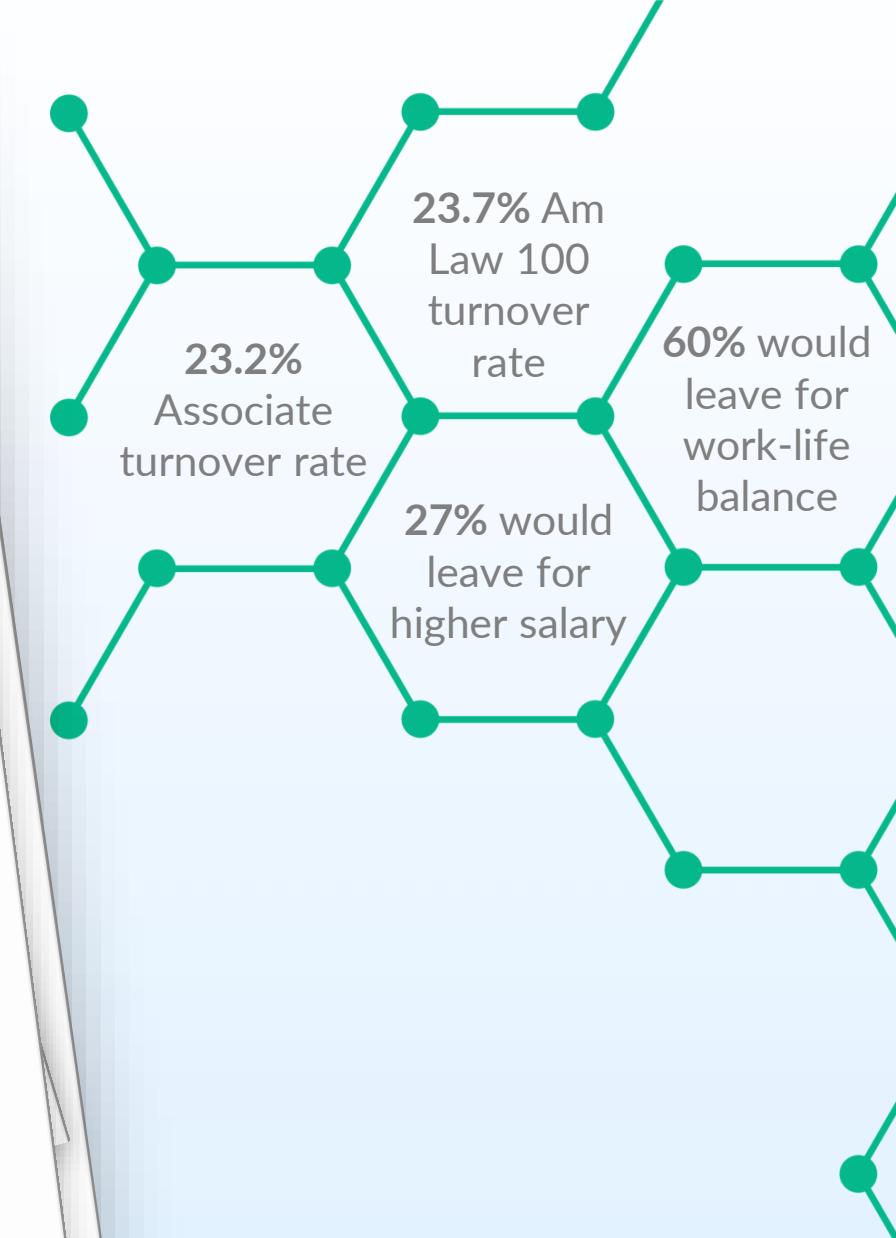
**Early Assessment:** Clients want to draw on law firms' experience to know what they are getting into – before they get started.

**What Other Companies are Doing:** Clients value the insight into what other companies are doing.

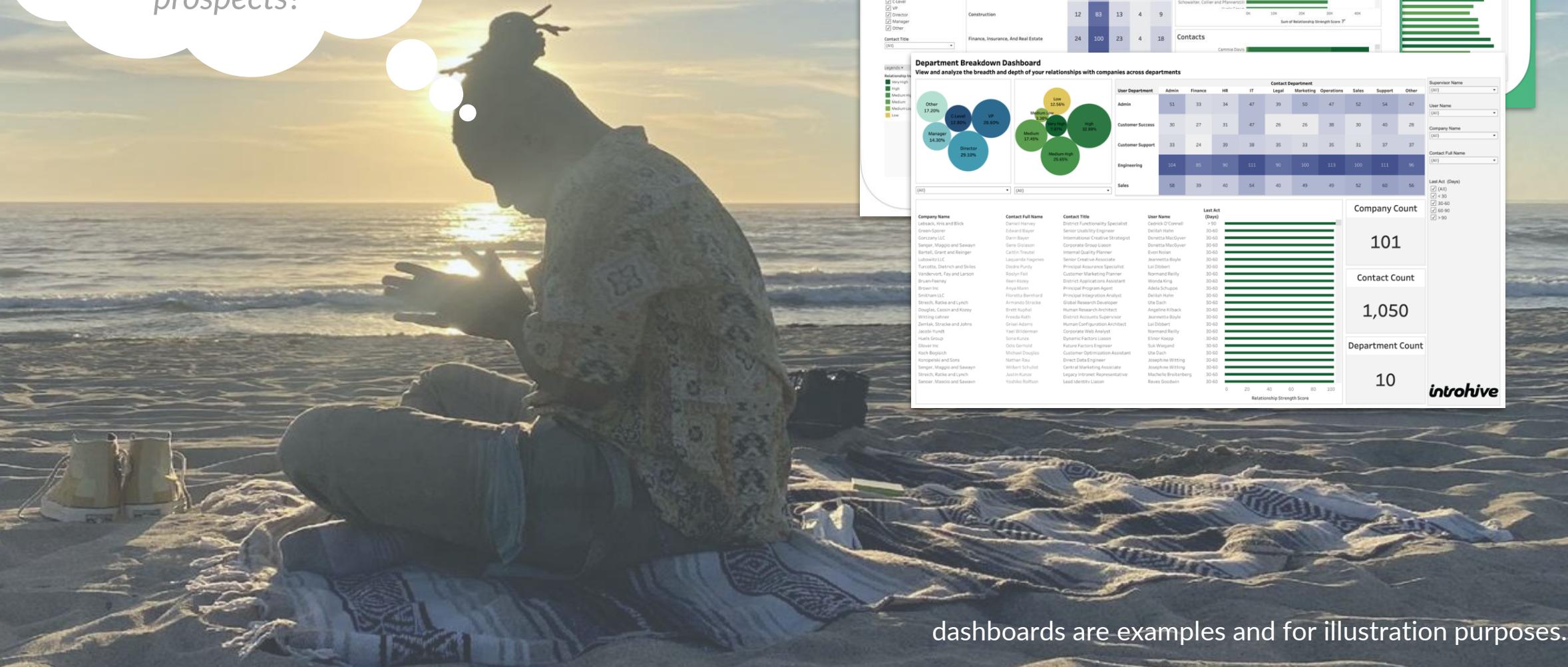
**New and Relevant Ideas:** Clients want new approaches to old and new issues

**“Ongoing, Meaningful Personal Communications”**

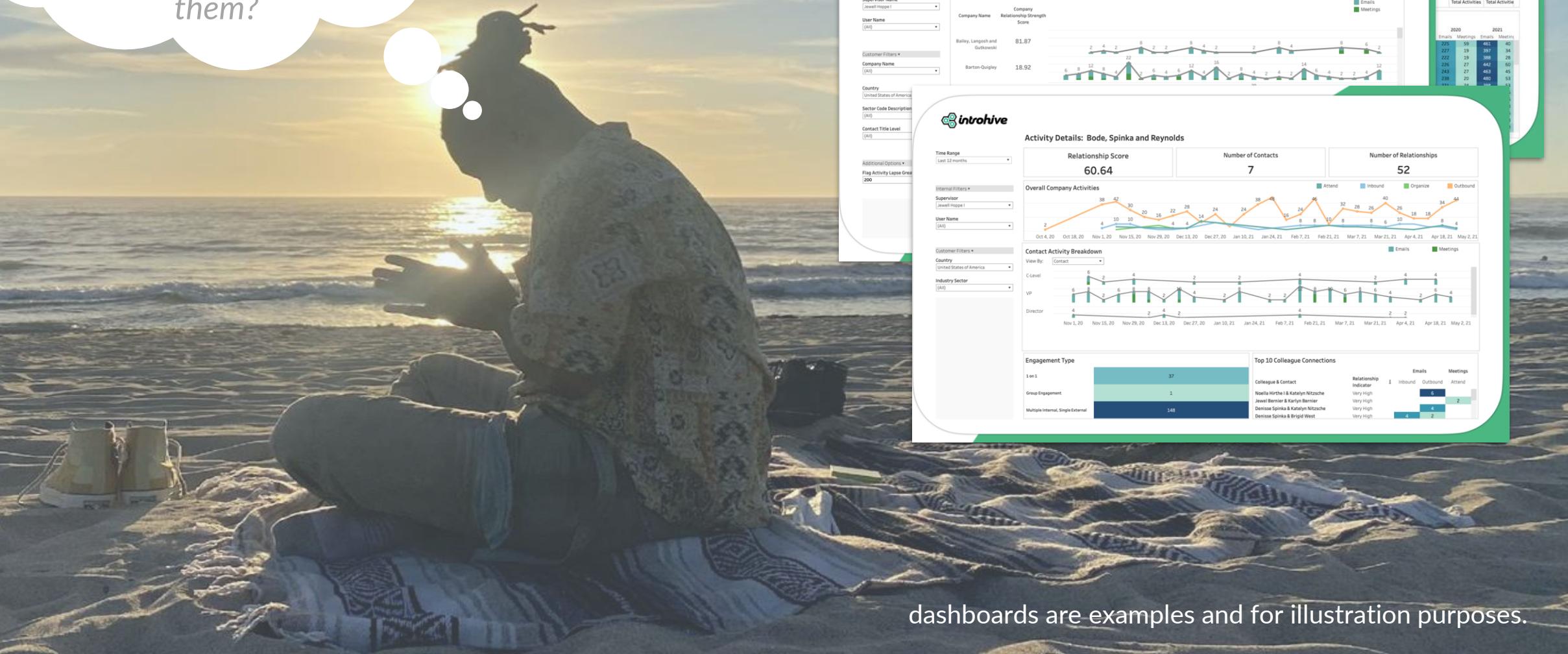




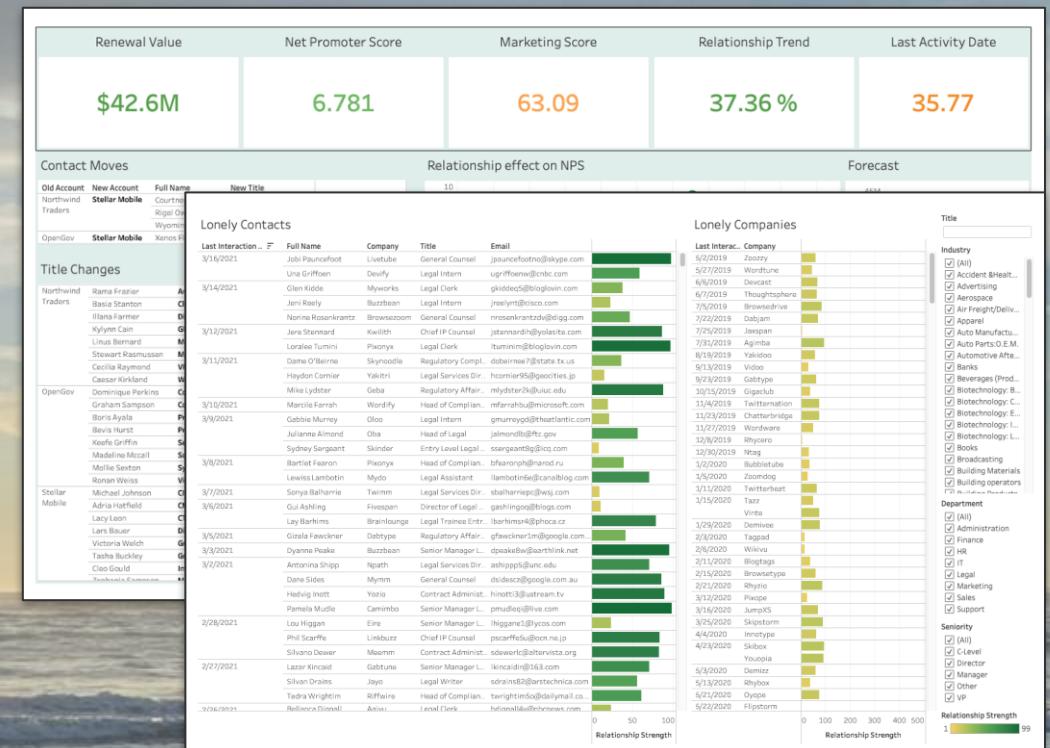
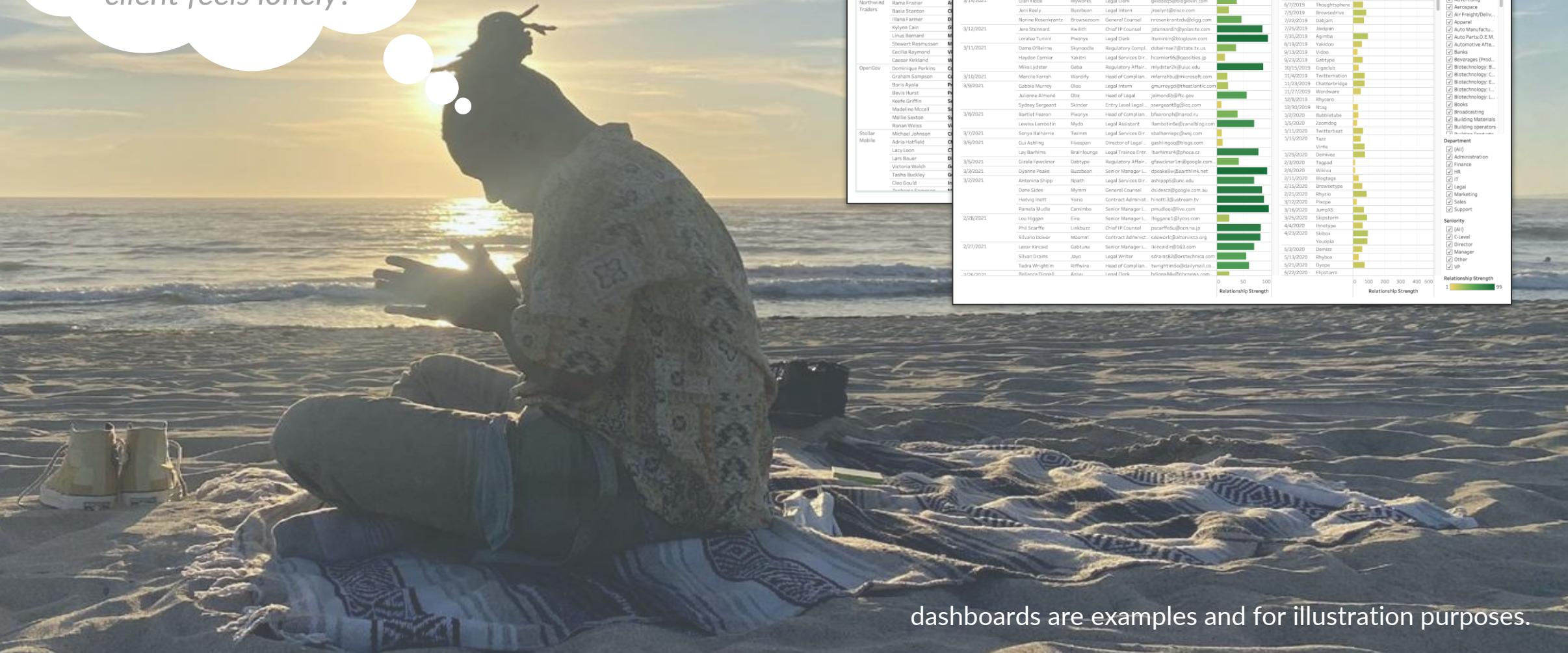
How can I get a view of all of my firm's relationships across clients and prospects?



How can I understand  
the strength of my  
firm's relationships  
with clients and how  
much we're  
communicating with  
them?

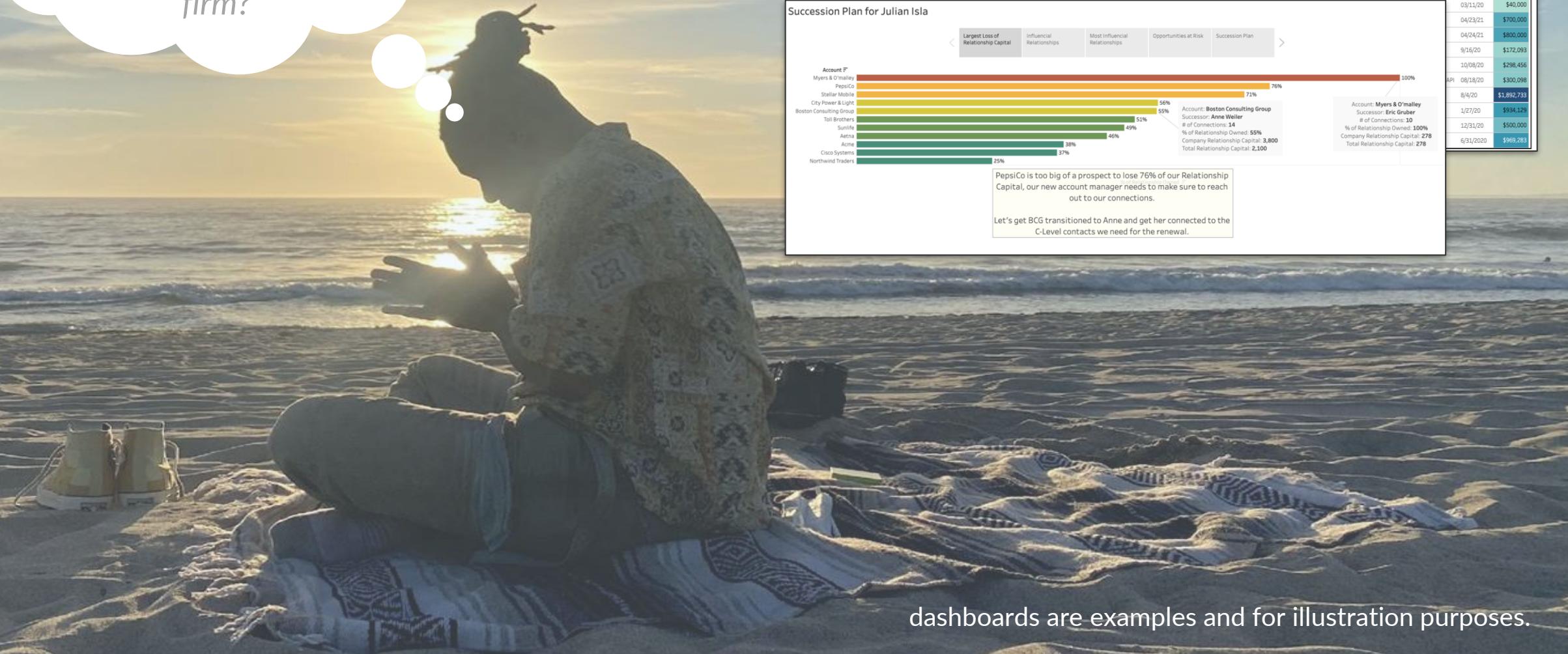


How can I make sure  
that my client  
relationships are  
strong and that no  
client feels lonely?



dashboards are examples and for illustration purposes.

How can I be prepared for when a key contact leaves my client, or attrition and deflection at my firm?



A photograph of a person sitting on a beach at sunset. The person is in profile, facing right, with their hands clasped together. A white thought bubble originates from their head, containing the text "What do I call these heavenly insights?". The background shows the ocean and a sky filled with warm, golden clouds.

*What do I call  
these heavenly  
insights?*



# Relationship Intelligence

Leverage the information you already have throughout the firm

Secure new business from cross-selling existing clients

Win new matters from current prospects

Prevent client defections and minimize the negative consequences of attorney defections

Reduce the odds of losing clients when the attorneys that service them depart





***introhive***

**Grow Relationships. Grow Retention. Grow Revenue.**

# Jeffery Parrish

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Add me on LinkedIn



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