

Case Notes

PSM Law Group



Overview

- Mareeba helped PSM significantly reduce the time and cost of researching the CRM market-place.
- The engagement improved the potential pay-back on the project by focussing on how the technology could positively influence the performance of the business.
- We built a clear picture of costs, resource requirements, and pay-back, enabling PSM to more effectively plan and schedule the project.

PSM Law Group approached Mareeba CRM Consulting in February 2005 to help address some issues the firm was facing researching the CRM market-place. PSM Law Group is one of the fastest growing legal practices in Scotland, and is widely acknowledged (and much awarded) as one of the most forward thinking firms, particularly in respect to the use of information technology.

The firm has been able to differentiate itself through the innovative use of IT, such as its online conveyancing system which allows customers to access case details 24 hours a day. These systems have helped catapult PSM Law Group from a provincial law firm to one of Britain's largest volume conveyancing practices.

PSM initiated research into CRM technology in November 2004. The project team reviewed a range of CRM applications, but didn't believe they had a good feel for the specific benefits that the firm would accrue.

As Michael Maloco – Senior Partner noted, **'When we consider making investments we need to clearly understand the pay-back before we'll commit.** The vendor presentations we saw struggled to relate their technologies to what they could do for *our* business. We had a general understanding of how the technology might benefit us, but we wanted to nail down the specifics. In addition we were looking at a variety of software packages, at a wide range of price points, but we weren't confident which, if any, was right for us.'

The firm also needed to understand how much internal resources would be required for a CRM project. Despite having a large internal IT team, there were already several major projects underway, and the firm needed to allocate it

a slot when there would be sufficient resources available to be able to fully realize the benefits.

Mareeba undertook a CRM planning exercise. We reviewed progress on the project to date, spent time understanding how the firm operated, and interviewed a wide range of stakeholders. In early March we presented back to the project team. This presentation included **a detailed assessment of how CRM technology could benefit the firm**, as well as estimated project costs (including internal resource estimates), and associated return on investment.

'Mareeba detailed for us where they saw the benefit areas. One of the key aspects was to consolidate many of the repositories of information we held in the firm, so that we were in a position to enhance the way we communicated with, serviced, and promoted our full range of services to our customers. This was particularly important given that we were introducing a new range of financial products, which needed to be precisely targeted towards the most relevant segments of our customer base. Another was our desire to build on our high customer satisfaction ratings, to maintain a long term relationship with our clients. Mareeba helped us identify how CRM technology could help us more effectively achieve that.' – Michael Moloco.

As part of the exercise Mareeba also suggested a range of technologies and implementers that we felt closely matched PSM's requirements. As a result of the exercise the board sanctioned Mareeba to produce a detailed set of business and functional requirements, with a view to initiating a project in the autumn of 2005.

'We have a clear idea of the return on investment from the project, and have a full understanding of the resources required to make it a success.' – **Michael Maloco, Senior Partner, PSM Law Group**

In conclusion Michael Maloco noted that 'Mareeba have helped us short-cut the research phase which was becoming increasingly onerous. Their approach to planning has moved the project forward quickly. We have a clear idea of the return on investment from the project, and have a full understanding of the resources required to make it a success. We believe, that having completed this exercise, we are **well positioned to maximize our returns from the project**, and limit the risks of moving ahead with a product or supplier that wasn't right for our business.'