

How UK Top 20* law firm Womble Bond Dickinson uses LexisNexis Newsdesk to stay on top of what's happening in its clients' worlds

Womble Bond Dickinson is a transatlantic law firm providing a comprehensive legal service to its clients across 11 key sectors from eight offices in the UK and 16 in the US. The firm's reach also extends to Europe where it has strategic partnerships with other law firms in Germany and France.

With international, national and regional clients ranging from FTSE 100 businesses and governmental organisations to privately managed businesses, Womble Bond Dickinson has the capability to advance and protect all of its clients' needs.

Above all, Womble Bond Dickinson prides itself on deep sector knowledge. Put simply, knowing clients' industries inside and out. A way of developing that knowledge is by using LexisNexis Newsdesk to deliver targeted news, trends and developments to Womble Bond Dickinson's lawyers and Business Development team – allowing the firm to stay ahead of its clients.

Search and filter

One of the main challenges for Womble Bond Dickinson's Knowledge Managers working with such a broad client base has been to cut through all the noise to deliver exactly the right news to exactly the right people.

According to Anna Carey, Womble Bond Dickinson's Library and Information Manager,

"Before LexisNexis Newsdesk, we didn't have a solution which could deliver regular aggregated client and sector-specific alerts."

The impetus to find a more sophisticated current awareness tool, which could deliver more relevant results at a more granular level, came from the firm's Business Development and Client Service teams.

"They told us it was a 'must have'. So we explored a few products and LexisNexis Newsdesk was the one that ticked all the boxes. Initially we took a trial to run a pilot with a number of key people across the firm and the feedback was positive. Everyone was on board from the word go."

Paul Harvey, Head of Knowledge and Legal Training agrees, saying that "LexisNexis Newsdesk is an essential component of our lawyers' business intelligence toolkit. The alerts service provides a very efficient, easy to use 'heads up' on breaking news and stories across our client base, distilling key stories and developments into one consolidated email."

Personalise and share

With LexisNexis Newsdesk Womble Bond Dickinson can send regular, targeted email alerts on any client, sector or topic to a specific person or a specified group within the firm. Despite having a large number of recipients, the Library and Information Services team manage the alerts centrally via

one administrator, Rosy Wassell, Library and Information Assistant.

"It's actually a very easy product to use," Rosy says. "The good thing about it is you can drill down to specific keywords. So if a topic's too broad and people are getting a massive amount of alerts in a day, I can add extra keywords to fine tune the results."

With just a few clicks and keywords, Rosy can set up one-off or regular alerts for our users in a matter of minutes.

Anna adds, "The alerts are clearly laid out – the number of results for each client/sector specific search is itemised at the top of the

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— Paul Harvey,
Head of Knowledge and Legal Training,
Womble Bond Dickinson

To discover how Newsdesk can keep you ahead of your clients call **0330 161 1234** or visit lexisnexis.co.uk/newsdesk

“The tool provides our business development and client service teams with greater insight and alerts us to breaking news stories and emerging trends in the sectors we operate.”

- Garrick Munday, Sector Manager,
Womble Bond Dickinson



Monitor emerging issues and trends across licensed print and online content, web news, radio and television broadcasts and social media in 75 languages from more than 100 countries.

alert; from here you can click to that particular feed without the need to scroll through all the results. It's very user-friendly.”

Save time

Using LexisNexis Newsdesk has resulted in considerable time savings across the firm - they simply couldn't do what it does on their own.

As Anna says, “Before LexisNexis Newsdesk, we didn't have a solution which could deliver regular aggregated client and sector-specific alerts. We explored a few products and LexisNexis Newsdesk was the one that ticked all the boxes.”

Access market leading licensed content

A key differentiator to other current awareness tools in the market is that in addition to online content, LexisNexis Newsdesk provides direct access to 56,000 licensed news sources, as well as social media, blogs and forums. “It has such a wide range of content. The versatility of it is brilliant,” Rosy says.

Anna adds, “The options exist to include and exclude content for example paywalls and also subscription services which is an essential feature with so many sites having their own terms and conditions.”

A new way to stay ahead of clients

Today, LexisNexis Newsdesk has become part of everyday working life at Womble Bond Dickinson.

The Business Development team agree with Sector Manager, Garrick Munday saying, “ We have found LexisNexis Newsdesk a valuable resource that delivers timely and actionable information.

The tool provides our Business Development and Client Service teams with greater insight and alerts us to breaking news stories and emerging trends in the sectors we operate.”

It has been a pleasure for us to work with Womble Bond Dickinson on the deployment of LexisNexis Newsdesk. This innovative law firm share a mutual passion for knowing clients and their industries through the efficient use of technology to drive returns. A key part of the success in the delivery of LexisNexis Newsdesk has been the partnership approach between Womble Bond Dickinson and LexisNexis to understanding the firms sector focus, business development and training needs.

-Jatin Chauhan,
Head of News Platform &
Current Awareness LexisNexis

Contact us to find out more about LexisNexis Newsdesk. Call us on **0330 161 1234** or visit www.lexisnexis.co.uk/newsdesk