

Wilson Allen Accelerates Successful Merger and Realizes a 584% ROI with Introhive's Relationship Mapping Technology

Wilson Allen offers professional services firms unprecedented software, strategic consulting, and technical expertise to strengthen business performance. By helping customers align software and draw data from a wide array of systems, Wilson Allen empowers firms to manage the client life cycle more effectively — from business development and client acquisition to service delivery and operations as well as billing and collections.

The Opportunity

Understanding Collective Relationships

In 2018, Wilson Legal Solutions formally merged with Stanton Allen, uniting their business of software and services provider along with customer relationship management and business development consultancy.

With their newly merged business, it was imperative they quickly understood the collective relationships they had with their clients and prospective clients. However, the joint business was using two different instances of Salesforce CRM, so this information was hidden and difficult to extract.

While Wilson Allen worked to migrate to one CRM, they deployed Introhive to quickly begin the process of mapping business-wide relationships and consolidating a clean set of data for key account and contact management.

Wilson Allen partnered with Introhive to:



Map business-wide relationships with clients and prospective clients



Gauge the strength of business relationships to find quick wins



Clean and combine contact data in preparation for a CRM migration

The Solution

Introhive provided Wilson Allen with a simple way to identify, score, and map business-wide relationships to accelerate their cross-sell opportunities. With this solution, Wilson Allen was able to quickly focus on opportune prospects by referencing Introhive's patented relationship strength measurement, which goes beyond the industry standard of simply counting the number of emails sent.

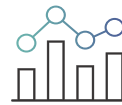
Introhive Delivered:



**Cleaned & Enriched
Contact Database**



**Relationship Intelligence
Automation**



**Relationship Mapping &
Scoring**

The Results

In the first 120 days of going live, Wilson Allen realized the following results:

- **584% return on investment from cost savings mapped to pre-meeting digest intelligence reports.**
- **Following the merger between Wilson Legal and Stanton Allen Introhive has provided the ability to identify relationships and conversations taking place across the business.**
- **The platform has enabled the merged company to identify and close cross-selling opportunities more efficiently.**
- **Wilson Allen has been able to leverage their own use of Introhive to reinforce to clients its value and power, creating new growth opportunities for the company's services business.**

With Introhive's relationship intelligence, Wilson Allen has been able to circumvent a standard barrier to successful mergers by immediately bringing together two disparate data sets into one cleaned and enriched database to ensure a smooth transition into a single business unit.



MICHAEL WARREN

Vice President of Wilson Allen's CRM Practice

"Introhive has helped in identifying relationships that exist in other practices of the business without the need to ask "who knows who". Specifically, it's helped with a cross-selling initiative for the CRM Practice into existing Wilson Legal clients."