

LBMC Realizes 567% ROI in Time Savings and Delivers Enhanced Customer Experience Management with Introhive

As the largest professional services provider in Tennessee and a U.S. Top 50 professional services firm, LBMC is an industry leader in financial, human resources, technology, information security, and wealth advisory services. Servicing over 10,000 clients across its 9 different companies, LBMC was seeking a more dynamic way to bring together client data to visualize more insights across their firm's diverse business practices to grow and strengthen their client relationships, all while encouraging better usage of technology.

30+
Years in Business

Top 50
US Accounting Firm

600+
Employees

10,000+
Clients



Since deploying Introhive's AI-driven platform, LBMC has seen a dramatic impact on firm-wide change management, increased user adoption of CRM and utilization across practitioners is at an all-time high.

LBMC deployed Introhive as a part of their digital transformation roadmap and realized a 567% return on investment (ROI) from time savings and cost reduction in the first 90 days, thanks to CRM data automation and pre-meeting digest reports.

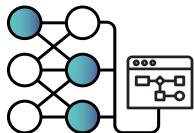
The Opportunity

Building a Foundation for Business Transformation



Centralize Client Data

LBMC understood that the best way to overcome historically inadequate databases was to rollout one firm-wide CRM to consolidate disparate and duplicate data.



Drive Change Management & Increase CRM Adoption

To drive greater data quality and user adoption, their CRM would require an automated way to add contact and activity data on behalf of busy professionals, while also enriching that information over time to keep data quality high.



Enable Data Driven, Client Experience Management

Without leaving their email, the firm's professionals can stay up-to-date on key account insights—including recent account activities, relationship strength trends, connected colleagues, and more—while visualizing who knows who data across the firm's entire business network.

Value of Introhive to LBMC

"Introhive is a tool that adds instant value to our end-user professionals in the form of time savings, but it also contributes to the bigger objective of our firm, which is gathering a holistic view of client intelligence in a centralized repository."



SUZANNE REED

Head of Marketing at LBMC

Business Objectives

In order to overcome internal change management challenges, the solution needed to provide value to end-users without requiring additional workload to their day-to-day operations. LBMC partnered with Introhive to achieve a few specific firm-wide objectives including:

- Create one, centralized database across 9 companies for business development and marketing management
- Map firm-wide relationships to better track client engagement, experience and business development trends
- Empower users with automated client intelligence reports to save time preparing for meetings
- Increase CRM user adoption to increase ROI on investment

Ease of Adoption:

"We have had fabulous adoption of Introhive and it has helped us increase the adoption of CRM, as well. The platform provides us with a perspective of what's going on at our client accounts that we previously did not have any visibility into. Instead of professionals making assumptions, we're now hearing more people say, 'Let me go to CRM to check and look at the Introhive I-Frame to see what's going on at this account.' It helped us bring together data, people, and process which is a big win for a company our size."



SUZANNE REED

Head of Marketing at LBMC

The Solution

Introhive Automates CRM Management

The Introhive team collaborated with LBMC to implement and train all the firm's users on their Introhive solution, which included:



CRM Data Automation to save professionals time



On-Demand Relationship Insights in CRM and email



Relationship mapping and scoring on key accounts



Comprehensive data analytics and reporting tools, integrated with BI tools



Visualize key account intelligence natively in CRM to accelerate business development

Value to Professionals:

"We have a variety of users in different role types using Introhive, but across job descriptions, the thing they like best is the Pre-Meeting Prep emails. It provides professionals with timely information, as well as just being a good reminder to appropriately prepare for meetings throughout the day."



SARAH LEWIS

CRM System Specialist at LBMC

The Results

Better Data Enables Firm-Building Connections

The LBMC team realized the following results within the first 90 days of deployment:

\$197,115

total ROI from
time savings

\$128,300

total ROI attributed to
Pre-Meeting Digest time savings

\$68,700

total ROI attributed to contact and
activity sync time savings

876

total hours saved
in man hours for billable professionals

250,500

total Individual (1 to 1) business
relationships mapped in CRM via
Introhive

77,967

total # of business contacts identified
across the firm for marketing and business
development

With the help of Introhive, LBMC is driving firm-wide behavior change resulting in more professionals leveraging insights located in CRM and pre-meeting digest reports to have more value added conversations with clients.

In addition to the firm's productivity gains, LBMC senior leaders have on-demand access into firm-wide relationship insights to help foster faster, more informed, data-driven decisions that not only enhance client experiences but also accelerate business development growth initiatives.