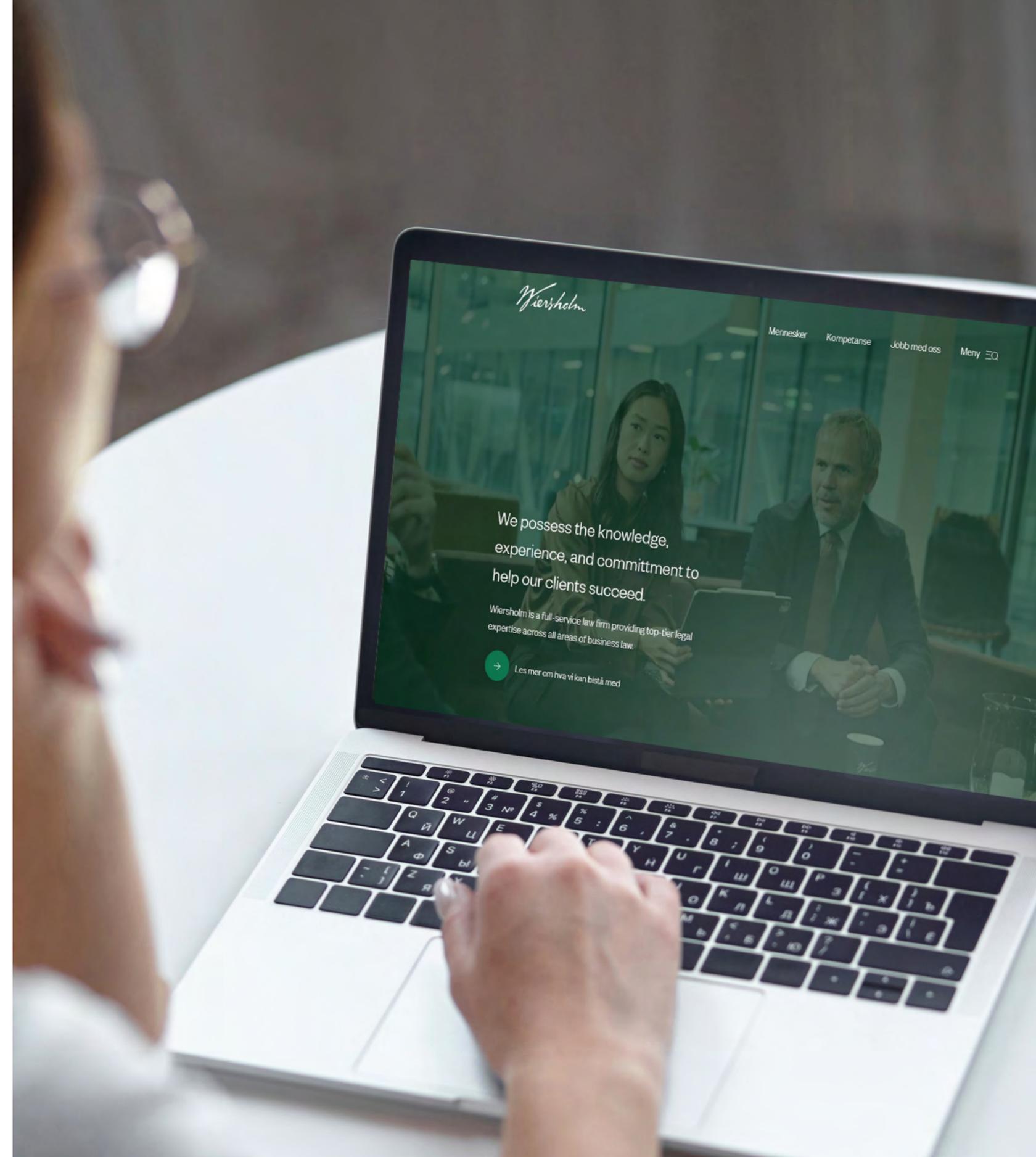




CASE STUDY

Building Bridges With Nexl: How Wiersholm Transformed Client Relationships and Collaboration



Introduction

Wiersholm, a leading Nordic law firm, sought to strengthen its client relationship management (CRM) capabilities amidst significant growth and an increasing need for collaboration across departments.

Under the leadership of Sunniva Folland (Client Development Manager), Wiersholm adopted [Nexl's CRM](#) system to support business and client development, enhance transparency, and streamline processes. This case study highlights how Nexl became an integral part of Wiersholm's operations, contributing to improved collaboration, efficiency and client-centricity.



The system's transparency and ease of use have empowered us to engage with clients more proactively and strategically."

Sunniva Folland | Client Development Manager





Wiersholm stands out as a firm with a robust business development culture, marked by their highly organised and strategic approach to marketing and client engagement. Renowned as a trailblazer in innovative business and client development strategies, their decision to replace their CRM system stemmed from challenges encountered with previous implementations.

The earlier systems were significantly underutilised, largely due to resistance from lawyers hesitant to adopt the technology. Additionally, inconsistent data and siloed operations obstructed effective cross-department collaboration. Reporting capabilities were confined to financial data, leaving crucial relationship-building insights untapped. Sunniva described these hurdles candidly: **“We had difficulty maintaining reliable data and getting consistent usage from the team. This made it hard to generate meaningful reports or take a strategic approach to client development.”**

Nexl offered a transformative solution, providing features that resonated deeply with Wiersholm’s needs. Its [“Who Knows Who” functionality](#) became a cornerstone of their client development strategy, enabling the team to map relationships and build key client projects. Automation and data quality reduced the manual burden on staff, ensuring consistent and credible information. Sunniva highlighted this, stating, “Nexl has significantly improved data reliability. The system’s ability to automate processes and track historical information has made it a trusted tool for everyone at the firm.”

She also praised Nexl for its reliability and ease of use, describing the implementation experience as highly collaborative and rewarding. **“The structured nature of Nexl and the team’s responsiveness made the entire process seamless. It’s not always the case with distributors, but Nexl has been incredibly easy to rely on,”** she noted.

One of Nexl's most profound impacts was fostering a culture of transparency within the firm. Initially, some lawyers expressed skepticism about the system's openness, particularly the visibility of contact information. However, comprehensive training sessions and Nexl's intuitive design won them over. Sunniva reflected, ***“What started as hesitation turned into appreciation. Lawyers began to see the value in accessing information without additional effort, and the system's transparency has improved collaboration across departments while diligently maintaining privacy.”***

Beyond transparency, Nexl also elevated Wiersholm's business development culture. Whilst the firm already had a strong culture for business development, the firm's approach shifted even further from reactive to proactive. The platform empowered lawyers to build deeper client relationships. Junior lawyers, in particular, benefited from the visibility and insights provided by Nexl, gaining confidence to engage with clients beyond legal matters. Sunniva noted, ***“Nexl has encouraged our team to be more strategic and proactive. It's been rewarding to see our lawyers take initiative and build more meaningful connections.”***

The platform's user-friendly interface was another key to its success. Wiersholm adopted a tiered “must-do” and “can-do” approach to ensure all employees, regardless of their technical comfort level, could engage with the system. Sunniva remarked, ***“The simplicity of Nexl made training effortless. Even those who were initially hesitant found it easy to use after just one session, which led to high adoption rates across the firm.”***



The system's ability to centralise client data, foster transparency, and deliver actionable insights has allowed us to deepen relationships and identify new opportunities with confidence.”

Christine Liæker Lindberg | Director of Marketing and Communications



The success of Nexl at Wiersholm was not just a result of the platform’s technical capabilities but also the strong partnership between the firm and Nexl. Proactive support and quick assistance from the Nexl team earned the trust of Wiersholm’s leadership. As Sunniva observed, **“In a strict and demanding industry like law, earning trust is no small feat. Nexl’s dedication to service and innovation has made all the difference.”**

Today, Nexl is a cornerstone of Wiersholm’s client relationship strategy, driving transparency, collaboration, and efficiency across the firm. Sunniva reflects on the implementation journey with pride: **“Whilst we have always been a firm strong on our approach to business and client development, Nexl has elevated our approach to managing and enhancing client relationships. It’s been exciting to see Nexl’s growth journey alongside ours, and I’m confident it will continue to support our firm’s success.”**



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Nexl is a leading provider of innovative legal technology solutions aimed at creating efficiencies, accelerating growth and providing data-driven insights that drive smart decision making. We offer scalable solutions for law firms of all shapes and sizes. Founded by legal professionals with vast experience working within legal firms, Nexl grew out of a desire to fundamentally change the way that legal firms grow and engage with internal and external stakeholders. The existing way of managing these relationships doesn't work. Today, we're driving the delivery of smart, innovative and technology-driven services to clients worldwide. Smart, insight-driven solutions underpin Nexl's purpose. Drawing from our own practical experience working within the professional services industry, our purpose is to develop and deliver technology solutions that will drive positive change in how law firms manage their client relationships and grow their practice.

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