

**Kingsley Napley**, the internationally recognised law firm famous for representing high profile clients including, General Pinochet and the McCanns, has built its success on building solid relationships with its contact and clients and has been using hosted customer relationship management (CRM) software from Really Simple Systems, the largest UK hosted CRM vendor, to consolidate its client information. Established in 1937, Kingsley Napley currently has 37 partners based in central London, and the hosted software solution enables lawyers to maintain important professional relationships and work flexibly from any location.

Dani Harrod, Kingsley Napley marketing executive, was responsible for implementing Really Simple Systems Hosted CRM in answer to the firm's need to consolidate contact information as well as keeping it up to date and ensuring that information was not restricted to the office. Dani comments: "A hosted CRM system is ideal for Kingsley Napley as the web-based software can be accessed from anywhere. Our partners are frequently abroad for conferences and we have contacts scattered across the globe, from Monaco, and the British Virgin Islands to India. Really Simple Systems means our partners can look up information from a hotel room."



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**Dani Harrod**  
Kingsley Napley

Kingsley Napley has a diverse range of practice areas providing support to their equally diverse clients who know they will be supported in all areas of their business and private life. Their partners' legal expertise include clinical negligence, corporate and commercial, civil fraud, criminal litigation, dispute resolution, employment, divorce and family breakdown, immigration, real estate, regulatory and professional discipline, partnership, and tax, wills and probate.

Kingsley Napley examined and tested a range of other CRM software but found Really Simple Systems quicker, easier and more cost effective to setup. Really Simple Systems also

## Kingsley Napley

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customised the solution to work with Kingsley Napley processes and security requirements. Dani remarks: "Our system was customised for us so it is more suitable for our needs. As the software is simple to learn and pick up, training new staff is easy."

"The information that is initially set up is fairly basic, addresses and contact details, but with customisation we have been able to capture a lot of relevant information. For instance, we can see if a client has been invited to a particular event or whether they have received a Christmas card, and even if that card was returned. Really Simple Systems holds a lot of information - much more than could be held in a spreadsheet," added Dani.

Prior to the implementation of Really Simple Systems, Kingsley Napley had no CRM database and relied on a number of spreadsheets. Dani comments: "Keeping track of our current data is saving time, money and stress. Previously, new team members were not aware which data was current and how the spreadsheets were named. Now it is all uploaded onto the hosted CRM system and is there for everybody to see and amend. Really Simple Systems makes it simple to pull off a report for a newsletter mailing or update a contact and we only need to update it in one place rather than check every single spreadsheet".

For more information on Kingsley Napley visit [kingsleynapley.co.uk](http://kingsleynapley.co.uk)

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

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