



Legal Information Publisher Boosts Customer Centricity

Business Situation

Facing increased competition and under pressure to retain market share, our client – one of the largest legal information publishers and workflow solutions providers in Australia and New Zealand – wanted to develop a customer-centric approach for retaining customers and finding new ones.

Challenge

The publisher's core publishing systems, which were used by close to 150 internal editors and spread across four geographies, were outdated and needed migration or transformation. There was also the threat of competition from open content sources focused on the small and boutique law firm market.

The publisher also has a very strong relationship with government information sources and is known as the most comprehensive research services provider. Eighty percent of its revenues are driven by research and content solutions.

Solution

To respond to the publisher's issues, we deployed our proven global delivery model for development and support. Key highlights of the system include:

- Phased, compressed knowledge transfer to reduce dependence on SMEs leaving the company.

- Knowledge transfer for 33 applications across two major functional areas: Shared Service and Practice Management. This was completed in 2.5 months between onsite and offshore teams.
- Ownership of complete IT support for editorial applications and technical support.
- Use of offshore resources for product development/enhancement for practice management.
- Management of resourcing and project management.
- Development of innovation and best practices for delivering consistent value.
- Knowledge management and domain roadmap for deeper client insight.
- Mitigation of challenges on operational and functional resources:
 - Inadequate documentation.
 - Evolving requirements.
 - Technical and environmental challenges.
 - Interaction with different stakeholders in multiple geographies, including the U.S., the Philippines, Australia and New Zealand.

Benefits

Benefits of the solution include the following:

- Center of excellence created to fit varying requirements across solution lines.

Implementation Details

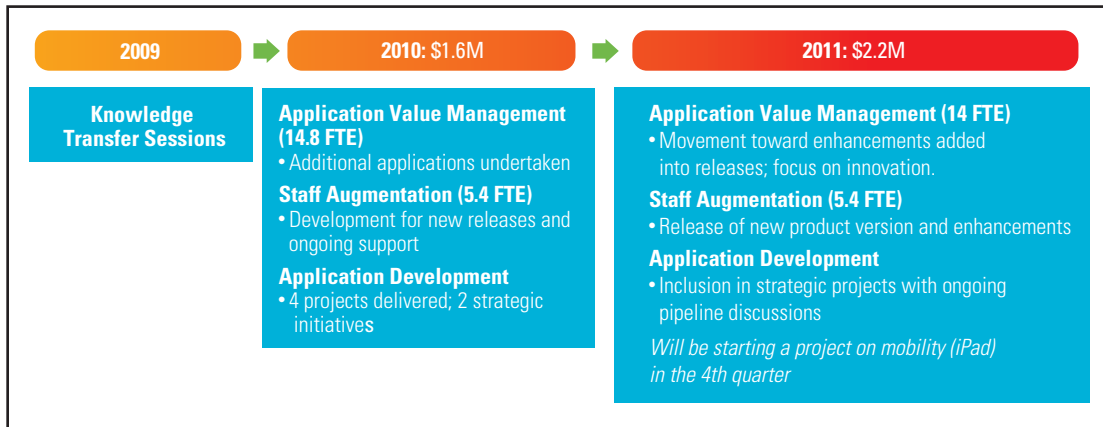


Figure 1

- Consistently high service levels across all support and enhancement activities.
- Greater cost benefit due to reduction of onsite/offshore resource mechanism, resulting from high efficiency and maturity of workforce.
- Automation of processes, leading to a further reduction in offshore FTE and, in turn, increased productivity.
- Innovation roadmap setup, leading to greater benefits and enhancements. Nearly 100 ideas generated and 18 ideas implemented, worth \$75K (AUD).
- Investments made in content specialization and mobile initiatives.
- Flexible scaling of resources in accordance with business need.

About Cognizant

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