

CURRENT AWARENESS CASE STUDY

"Vable transforms the way teams work"



Case Study: Information & Research Watson Farley & Williams

Website: www.wfw.com

Industry: Legal

Facts:

Founded: 1982 160+ Partners 500+ Lawyers 15 Offices



Watson Farley & Williams is a growing firm with over 500 lawyers, and 15 offices worldwide. The London-based I&R team's objective is to connect everyone in the firm to the best resources, information and knowledge assets.

Responding to Increased Demand for Customised Alerts

The I&R team was seeing an increased demand for regular, curated news updates covering clients, sectors and horizon scanning. These ranged from broad market updates for groups, through to highly customised alerts for individual lawyers.

Even prior to the logistical and information demands of COVID-19, the I&R team explained they had,

"reached capacity and we were having to push back on requests, limiting the scope. Lateral hires from firms which had similar products in place arrived with expectations that we could deliver the same level of monitoring and alerting. We needed a technical solution and a more innovative approach, so we decided to take time to reassess and reimagine what we could offer."

We decided on Vable because it is incredibly flexible, the end result looks effortlessly professional, and most importantly the team enjoyed working with it. We also really liked the friendly, knowledgeable and creative team at Vable.

WFW I&R Team



"We spent time experimenting and reevaluating what we were distributing. The platform offers a lot of options so the process works better if you adopt a more open-minded approach."

"We can respond faster and deliver more, highly curated, relevant updates, customised to people's needs. The professional, fresh design has elevated our team's output. The fact that people are enthusiastic and engaged means we are finding this a re-energised, positive, collaborative exercise."

"We opted for a soft launch but as word got out, we started receiving regular requests and now have a pipeline of new exciting topics in development."

"The Vable platform is well designed and fun to use."

WFW I&R Team



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Results and Goals

Agility: The I&R team reevaluated, tested and experimented with their new newsletters. New confidence, allowed them to be more creative and agile.



Visibility: The professional, fresh design of the email alerts has elevated the I&R team's output. They have expanded and enhanced their current awareness capability.

Short-term Goals:

- To capitalise on the firm's enthusiastic response to Vable
- To have fun and enjoy the platform's flexibility
- To concentrate on content and add-value with bespoke curation
- To fully understand how Vable is structured, how searches can be layered to build topics
- To promote subscription services



Collaboration: Everyone in the I&R team can add, amend and share searches, sources, and alerts. The firm's enthusiastic response to Vable has led to the I&R team being even more collaborative.



Engagement: People within the firm are positive and fully engaged. Not only that but the I&R team reports that Vable customer support is very responsive and engaged.

Long-term Goals:

- To investigate the potential of self service and MyVable dashboard functionality
- To utilise Vable's reporting functionality to track usage and click-throughs
- To plan a roll out of exciting new topics and alerts
- To encourage a more interactive approach to media monitoring

