

Data-led decision making to drive global performance

Getting a single view of the customer in a Global organisation

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With multiple data sources, gaining a single view of the customer is tricky for every organisation. Dentons achieves this through Vuture's Data Warehouse, enabling them to create custom dashboards in Power BI. These generate a unified approach to track, measure, and report on activities across multiple regions. These powerful insights foster intelligent reporting, cross-functional collaboration, and drive data-led decision-making and alignment with Key Performance Indicators (KPIs).

- **Global Visibility:** Teams have a single view of the client, allowing for comprehensive understanding of engagement across service lines
- **Cross-Regional Collaboration:** The sync between Vuture and Power BI helps to drive internal conversations around campaign success, enabling regional teams to align strategies based on consistent data
- **Improved KPIs:** The ability to track success metrics globally means campaigns are optimized more effectively – supporting improved performance against global KPIs such as lead generation, conversion rates, and customer satisfaction
- **Real-Time Reporting:** This Vuture data enables faster, more accurate decision-making, with real-time reporting



Empowering local teams to deliver local content

As the world's largest global law firm, Dentons requires marketing teams worldwide to execute highly effective and compliant email marketing campaigns.

- **Compliance and Consistency:** Campaign segmentation ensures all regions comply with location regulations whilst maintaining exacting global branding standards
- **Regional Autonomy with Central Control:** By setting layered permissions per team, Global empowers local teams to tailor their campaigns to their audiences
- **Operational Efficiency:** Pre-approved templates and workflows mean regional teams can efficiently execute campaigns by reducing campaign creation time and approvals

'At Dentons, we use data to strengthen relationships and drive global performance, Vuture's technology gives our teams the insight and visibility to collaborate effectively and deliver a consistent, high quality client experience.'

*Ashlyn McCreary,
Global Senior Manager, CRM and
Engagement*

Multi-Location Event Management

Strengthening relationships with key clients



Seamless multi-location event management

Leveraging Vuture's powerful event management capabilities, Dentons has seen several key benefits:

- **Enhanced Global Client Experience:** Clients worldwide can select events in local time zones and receive personalized communications - ensuring a smooth, professional experience from start to finish
- **Streamlined Event Logistics:** Vuture's forms and workflows have reduced the administrative burden of managing complex, multi-event campaigns
- **VIP Client Satisfaction:** Workflow automation ensures VIP clients receive the attention and personalisation they expect, improving satisfaction and strengthening relationships with key clients
- **Actionable Insights:** The ability to track event engagement and attendee behavior has provided Dentons with valuable insights to refine and improve future events



Best practice advice

The partnership with Vuture has enabled Dentons to:

- **Gain access to industry best practices and personalised guidance** from Vuture's Customer Success team, which has led to more effective campaigns and stronger partner relationships
- **Stronger Global Collaboration:** With consistent support and knowledge-sharing, teams are more aligned, leading to more coordinated and successful campaigns
- **Enhanced Efficiency:** Vuture's extensive Knowledge Base has significantly reduced time spent troubleshooting, allowing teams to focus on strategic initiatives and campaign optimization
- **Faster Issue Resolution:** Vuture's helpdesk system leads to fast and attentive support when needed - ensuring the firm maintains a high level of operational efficiency across its global operations

