

# Intapp Relationships

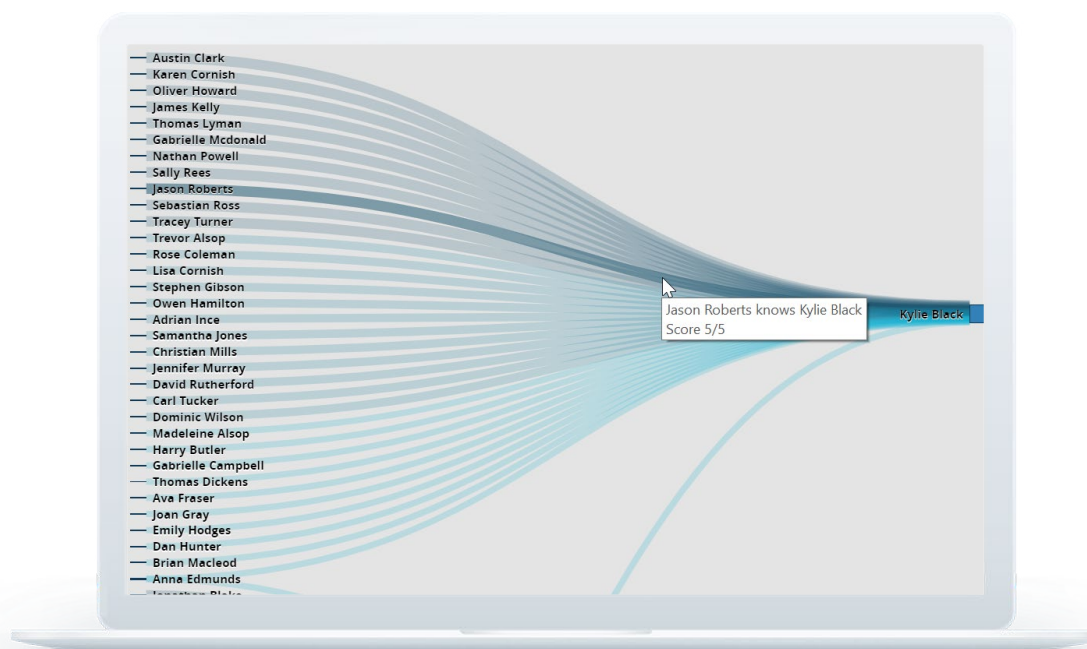
Intapp Relationships uncovers smart and actionable insights about your firm's key connections using a zero-entry capture approach.

Data quality at professional services firms is a pretty broad problem. It ranges from old, outdated data being imported when new hires join the firm to data degrading over time. Worse, when one record is inaccurate, it can lead to the assumption that all contact data is unreliable.

Using a zero-entry data capture approach, Intapp Relationships focuses on real business connections helping you maximize strategic relationships to drive growth firmwide. You'll be

able to eliminate dirty and duplicative data while keeping key contact information current – and increasing confidence that records are correct.

With Intapp Relationships, you'll easily pinpoint the person within your firm who is best poised to deliver a pitch, discover which contacts could use more attention, and manage contact lists that are accurate, targeted, and focused.



## Benefits



### Inform strategic growth

Intapp Relationships helps identify high-value relationships and contacts that support business development. By understanding the recency and frequency of emails and meetings, your teams know who in the firm is in the best position to grow client accounts. The result? You'll always be able to put your firm in the best position to drive strategic growth.



### Drive revenue opportunities

Intapp Relationships keeps your firm's contact information current by passively capturing key details such as job title, phone, and work email. This enables your firm to minimize the number of lost opportunities caused by incorrect or outdated CRM contacts while driving relationship-building behaviors that lead to potential opportunities. You'll never miss a chance to foster goodwill and cultivate opportunity.



### Improve key-client plans

Using Intapp Relationships, you'll see patterns across all your firm's relationships that will reveal opportunities to cross-serve clients. Using powerful visualizations, you'll know who in your firm has the strongest connections with clients in key accounts. Armed with this insight, you'll be able to create business development plans centered around your firm's strongest relationships.

## Features

- **A zero-entry approach** to passively capture contact data — job title, work email, work phone, address, and more.
- **A global contact database** that is 96% accurate, so you'll never have to second guess whether a contact is outdated or inaccurate.
- **Relationship-strength intelligence** to pinpoint the people in your firm who have the strongest relationships with any given contact.
- **Contact-list insights** and management to effectively build targeted audiences by relationship strength score, industry, location, and more.