

Saving **£50,000+** in fee earner time in just 4 weeks

"The best piece of business advice I have ever been given is 'listen, listen, listen'. This is what we do with the help of FullCircl. We listen to our clients, we build our business around their needs and we stay the course."

Neil Lloyd - Managing Director of FBC Manby Bowdler



WHO ARE FBC MANBY BOWDLER?

FBC Manby Bowdler LLP is focused on and committed to intelligently delivering stellar service to its customers.

A forward thinking practice, in a sector that has been somewhat behind the curve when it comes to adopting proactive digital strategies, they realised quickly that technology was profoundly changing the way they did business and communicated with clients over the customer lifecycle.

FBC Manby Bowdler needed a solution that would help them improve existing relationships while creating new ones as a result of a greater understanding of their clients' businesses as well as market knowledge.



The Customer

FBC Manby Bowdler LLP, a Legal 500 top tier law firm, is a full service practice, focused on and committed to intelligently delivering stellar service to its customers.



The Challenge

To engage with customers in new ways over the client lifecycle and improve fee earner efficiency.



The Solution

A digital approach to customer engagement that helped FBC Manby Bowdler realise new avenues for the delivery of tangible commercially beneficial outcomes for both its clients and its practice.



The Benefits

Deeper client relationships. Identification and attraction of new business. Greater cross firm collaboration. Improved speed of information gathering and boosted fee earner efficiency.



TRIAL YIELDS IMMEDIATE SUCCESS

Neil Lloyd, Managing Director at FBC Manby Bowdler had worked with FullCircI before and seen the results it could deliver, he undertook a **4 week try-out** and the results delivered both in terms of time saved and improved client engagement guaranteed stakeholder buy-in from the firm's 29 partners.

FullCircI has now been rolled out across the firm from employment, family and planning teams to litigation who are using it in a variety of ways:

Firstly, to deepen relationships with current clients, keep abreast on what is going on within their businesses, to ensure that they are engaging with them in meaningful ways across the customer lifecycle.

Secondly, to identify and attract new business. FBC get a complete view of the markets that matter to them in seconds and increase qualified opportunities.

Thirdly, to encourage greater collaboration across the firm so that they can identify and fulfil any opportunities in client legal service requirements.

By investing in FullCircI, FBC Manby Bowdler LLP is embracing the competitive advantages of data science, investigating new avenues for the delivery of tangible commercially beneficial outcomes for both its clients and its practice.



About FullCircI

FullCircI is a **Customer Lifecycle Intelligence (CLI) platform** that helps B2B companies in financially regulated industries do better business, faster. Its solutions allow front and middle office teams to **win the right customers, accelerate onboarding and keep them for life**. Best-in-class data enrichment provides a comprehensive customer view and a powerful, low-code rules engine reduces the regulatory burden and drives greater automation. Through its web application and API, FullCircI drastically reduces the cost to acquire and serve the right business customers.

FullCircI was formed following the merger of Artesian Solutions and DueDil. Backed by top tier investors including Octopus Investments, Notion Capital, Augmentum Fintech and notable angel investors, FullCircI brings together decades of combined experience serving UK financial institutions. Today, it serves more than **600 customers** and **15,000 users**.