
The Business Case for CRM: Relationship Intelligence and its Benefits

partner had died rather suddenly. Amidst the tragedy the other lawyers were fortunate that information about the deceased partner's clients was in the system. Detailed background concerning activities, notes from conversations, information relating to work that was being planned was available, enabling the firm to step in and provide a continuity of service that otherwise would have been difficult or impossible to accomplish. This trying experience provided additional proof that a CRM solution was essential to this firm's practice.

Conclusion

Investing in a CRM solution can be one of the most important strategic decisions made by a firm to advance its client relationship management strategy. While CRM has been widely popular throughout the general business community for years, the legal sector is now catching on as firms grasp the competitive advantages that these systems provide.

Importantly, because each industry carries with it a unique culture, process and business model, the CRM solution selected must be optimised to the

specifics of that market in order to deliver the desired benefits. Accordingly, the CRM solution chosen by a law firm should be tailored to address its unique needs, with features and functionality specifically designed to provide lawyers with the Relationship Intelligence that they need to uncover new business opportunities, cross-sell more effectively and maximise client service.

* Further information on CRM software is available by contacting John Lipsey at jlipsey@interfacesoftware.com.

Spam Industry Code of Practice and eMarketing Code: drafts released

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On 26 July 2004, the Internet Industry Association (IIA) released¹ a draft Industry Code of Practice² (**Industry Code**) for spam. The Industry Code was developed by a specialist taskforce established by the IIA in March 2004, and is designed to sit alongside the *Spam Act 2003* (Cth) (**Spam Act**) which came into effect in April 2004.

The Industry Code is intended to define best practice standards for internet service providers (**ISPs**) and email service providers (**ESPs**) in their spam management, as well as assisting their customers to exercise greater control as users. The Industry Code will require ISPs and ESPs to configure their own networks to make them less vulnerable to spam, provide customers with information and solutions to help them avoid spam, and give reasonable assistance to those investigating illegal spam activity.

Once registered with the Australian Communications Authority, the Industry Code will be binding on all ISPs and ESPs in Australia. Comments on the draft Industry Code were due by 30 August 2004.

Also designed to complement the Spam Act and the Industry Code is the eMarketing Code of Practice (**eMarketing Code**) issued on 11 August 2004 by the Australian Direct Marketing Association (**ADMA**). The eMarketing Code was developed by the national eMarketing Code Development Committee, which consists of representatives from industry, regulatory and consumer bodies. Once registered with the Australian Communications Authority, the eMarketing Code will bind all organisations that use either email or mobile as a primary form of marketing as well as third parties who market on behalf of a client.

The eMarketing Code is intended to provide detailed guidance about acceptable eMarketing practice, particularly with respect to issues such as consent and viral marketing, which are currently causing some confusion. It will also assist companies who use email in their business but are not necessarily defined as eMarketers, to ensure they comply with the provisions of the new legislation.

ADMA has invited industry and consumers to comment on the draft eMarketing Code by 14 September 2004.

1 "IIA Releases Draft Spam Industry Code of Practice", Internet Industry Association, Media Release, 26 July 2004. See: <http://www.iaa.net.au/news/040701.html> (last accessed 28 September 2004).

2 *Internet Industry Spam Code of Practice – July 2004*, Version 1.0, Internet Industry Association, Public Consultation Draft. See: http://www.iaa.net.au/nospam/Draft_IIA_Spam_Code.pdf (last accessed 28 September 2004).