

Creating a Legal Database App for LexisNexis

LexisNexis, the largest provider of computer-assisted legal research services, and its predecessor companies have been publishing lawyer and law firm directories since 1868. These industry-leading hard-bound, and most recently internet-based, directories have allowed lawyers and consumers of legal services to quickly and easily find the right legal professional for the matter at hand.



Challenge

LexisNexis's Lawyers.com website profiles over one million lawyers and law firms, and is a fundamental legal resource.

Faced with an increasingly mobile-centric audience, rapid growth of enriched access to legal content, and a need to more fully engage Lawyers.com users, LexisNexis approached Aptara to create an interactive App that would extend Lawyers.com's utility to intelligent devices such as the Apple iPhone.

Solution

Aptara's App design and development team put finding a lawyer at the tip of a finger.

LexisNexis's Lawyers.com free App for the Apple iPhone includes the following:

- Search for a lawyer by name, legal need and/or location using a geo-locator or manually
- View exclusive Lawyers.com lawyer ratings
- Send an email or call a law firm or lawyer with just one touch
- See a map and get driving directions to the lawyer's office
- Access complete lawyer and law firm profiles, including background checks
- Save your search history
- Share lawyer profiles with your contacts

Result

With the Lawyers.com App, lawyers and consumers can quickly and conveniently search legal content whenever or wherever. The app:

- is a one-stop-shop for identifying, communicating, mapping, and researching lawyers
- drives significant traffic to Lawyers.com and other LexisNexis sites
- is a key component of Lawyers.com's #1 legal-consumer site objective
- enhances the LexisNexis brand with a high-tech, consumer friendly perception

Consumer reviews of the App have been uniformly positive:

"Using this app I was not only able to find and contact lawyers for my mom in her local area but was also able to send her their info via email. The map feature and driving directions are great too! It was all quick and easy. 5 stars for helping me help my mom!"

"Slick and easy to use. You can also see how lawyers rate each other and ratings from clients who have used them."

"The app is very functional and seems to be very accurate. Easy to use and understand interface. 4 stars...."

Source: iTunes Store



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