

Saved over an hour a day and can track more coverage than ever.

Bird & Bird

Client in focus:

Bird & Bird

How Signal helped:

Bird & Bird's PR team have saved over an hour a day and can now add more value to their business with unlimited media coverage tracking. They have also halved their annual expenditure on Media Monitoring.

About Bird & Bird:

Bird & Bird is an international law firm, with a focus on organisations being changed by technology in the digital world.

Sophie Bowkett is the Head of Marketing and Communications and is responsible for building the PR team. She is primarily focused on tracking the firm's media coverage, spokespeople and competition.



The problem

The speed at which the media is moving today meant that Sophie couldn't afford to wait up to 12 hours for her media coverage to be picked up, as this could lead to her missing a story, or an opportunity.

She needed to be able to add new search terms without a clunky experience or incurring extra cost, which would limit the value she could offer the wider firm.

"The stories we're working on move quickly so we needed a solution that was fast and flexible."

The solution

Sophie was recommended Signal by industry peers. She was keen to see how Signal would help track her media coverage, compared against what the industry were used to.

SIGNAL

“We have halved our annual expenditure on Media Monitoring, but expanded and improved the speed of our coverage tracking”

It was clear she was onto a winner. Not only did Signal help her track media coverage quicker than ever before, but she also had the flexibility to expand her search terms to whatever the businesses needed, without paying an extra premium.

The results

Signal has enabled Sophie’s team to save over an hour each day and can now add extra value to the organisation. They are more responsive and faster at reporting news coverage to lawyers and the wider business. If there is a legal development that needs tracking, they have the flexibility to add new search terms instantly.

The culture of innovation and technology at Signal is also a huge benefit as it is strongly aligned with Bird & Bird’s own culture – strengthening the partnership.

“Signal looks at technology in a new way and is constantly innovating. The team is so well aligned with our values and culture that they recently came to speak with a group of our Tech & Comms lawyers about the technology they use. As a rapidly growing business, it is great to be part of Signal’s evolution.”

An unexpected, but very important, benefit is the quality of the account support. Sophie no longer worries about long delays in raising customer service tickets to set up a feed or fix a problem. Her Customer Success Manager is there ready to help, whenever she needs it.

“The account management is on another level. With Signal we have more than a typical supplier/client relationship. Our account manager is pro-active in supporting us - if something needs explaining, altering or fixing, Dan is there to help.”