

PitchPerfect®

## Case study

*“Generally speaking, first drafts of proposals which would often take an hour or so are now taking 15-minutes. Edits, such as adding or reorganising content and formatting, could take multiple hours – tasks that now take a matter of minutes.”*

Christine Jung,  
Associate Director of Communications, Operations

**BAKER BOTTS**



Baker Botts had an existing system for generating proposals, but it wasn't user-friendly resulting in many users avoiding the software to create proposals which were neither consistent nor properly branded.

### Immediate adoption

The firm's communication team examined several solutions, but after testing PitchPerfect knew immediately that it was the solution for them, mainly because the software works from within Microsoft Word. The firm saw immediate adoption. In December 2015, Baker Botts rolled PitchPerfect out to their marketing business development teams across every office.

After the initial release, Baker Botts wanted to make changes to the product, "So we did. It's not an out-of-the-box tool, it's very customised," says Christine Jung, Associate Director of Communications, Operations at Baker Botts. In the following April, PitchPerfect was released to more than 180 secretaries.

### Happy lawyers

There was initially some scepticism towards PitchPerfect from the client relations managers as lawyers had made it clear that a particular pitch template should be used. But many of the lawyers did not know they were using PitchPerfect after its rollout. "It was completely seamless once we started using it," says Jung "they didn't notice the difference as far as usability because it was just another Word document to them." What was apparent, however, was the visual difference: pitch documents now included powerful quotes and imagery.

## Problems solved

Since PitchPerfect's release, the firm has produced hundreds of proposals using it. "The great thing is if I need to do a cross-departmental pitch, I have the content that different practices have contributed - I can pull it all into one proposal. We have solved so many problems with PitchPerfect." says Jung.

Speed is another key benefit. one of the biggest problems Baker Botts faced with their previous solution was the time required to manipulate documents during initial preparation. With PitchPerfect, what would take hours to format previously now takes only minutes. The firm often have changes that need making to pitch documents, which used to be a very labour intensive undertaking - again hours, now literally minutes. Time that can now be spent on developing the firms pitch strategy.

"In terms of flexibility and versatility, whatever you want to do, PitchPerfect maintains the formatting, so you keep the standard look. If somebody in the London office gives a company a litigation proposal and two days later the same company gets a corporate proposal from the Houston office, they look the same, like they come from the same company." says Jung.

## 'Great to work with'

"When it comes to support, Enable is great to work with. They are very intelligent, they know the business so if i have a problem, they work with us to create a solution." says Jung.

Enable have been amazing to work with according to Jung. Enable came to the problem from a completely different angle, bulldozed it to the ground and started with something new, 180 degrees from what everyone else has been doing. "It's perfect, I love that they think like that." says Jung

To appreciate the flexibility of PitchPerfect, Enable would recommend a quick introductory demonstration. Please email [info@enableplc.com](mailto:info@enableplc.com) to arrange.

# Perfect

As well as our suite of applications, Enable offer services in Microsoft Office template creation, consultancy, project management, implementation, and software development

[enableplc.com](http://enableplc.com) | +44 20 3743 9626 | [info@enableplc.com](mailto:info@enableplc.com)