

PitchPerfect®

## Case study

*“So what would take hours to format is now a matter of minutes, and we often have changes after the fact: oh we want to add a section, oh we want to move a section, let’s delete a file, let’s add a file. And that was really labour intensive process before, again hours, and now it’s literally minutes to do that.”*

Christine Jung,  
Associate Director, Communications Operations



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### ‘Great to work with’

When it comes to support, the Enable team is “great to work with,” she says. “They are very intelligent, they know the business so if I have a problem, they work with us to create a solution.” “Someone in house came up against a roadblock. Enable jumped in and said: ‘hey we’ve got a solution, we can make this happen.’ Try have just been amazing to work with. Enable came at the problem from a completely different angle and said we are going to bulldoze this to the ground, start with something new, 180 degrees from what everybody else has been doing. It’s perfect, I love that they think like that.”

### Happy lawyers

Client relations managers initially said: this will not work because my lawyer’s very specific that we have to use a particular template. Many people told us that. “We did a test run using a small group of lawyers and a few proposals. Unanimously, everybody said: this is amazing.” “The word spread. We had lawyers coming to us saying: that proposal one of the partners did, where do I get that template? I want my proposal to look like this. I was getting that left and right - hilarious, because everyone told me it was going to be the complete opposite. I know they are using it because I see the final result.

“Many of the lawyers do not even know they are using PitchPerfect,” says Jung. “It was completely seamless once we started using it, they did not notice the difference as far as usability because it was just another Word document to them. But they noticed the difference visually: how slick the documents are

because previously we had awful, boring, text only proposals. Now, we have powerful quotes, imagery and so on. Very easy to manipulate and they are not having to wait for turnaround on edits, because it is such a better built template.”

## The picking process

“When we tested it (PitchPerfect), we knew immediately that was it, because you don’t have to go to another system, another browser, you simply open up Word and you’re there. I thought: look how easy it is. And it’s proved to be really easy in practice - if you can work Word, which everyone can, you can work PitchPerfect. **We had immediate adoption. In December 2015, we rolled it out to our marketing business development teams across every office.**” After the initial release, Baker Botts wanted to make changes to the product. “So we did,” says Jung. “It’s not an out of the box tool, it’s very customised.

## Problems solved

“Everyone uses 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.**”

**Speed is another key benefit**, according to Jung. “One of the biggest problems with our previous system was the time required to manipulate documents in initial preparation. With PitchPerfect, what would take hours to format previously now takes only minutes. Unlike other systems, **“PitchPerfect is so quick and easy , people actually use it,”**

**In terms of flexibility and versatility**, Jung explains that “whatever you want to do, PitchPerfect maintains the formatting, so you keep that standard look. If somebody in the London office gives a company a litigation proposal and two days later that same company gets a corporate proposal from the Houston office, they look the same, like they come from the same company. This, Jung adds, provides very strong branding which differentiates the firm from the competition. These are very slick documents, they look nice, very fresh, professional modern.” Does this really matter? “Absolutely, it’s your image. If your image is that you can’t get a proposal together, then how do I believe you can get this merger together?”

To appreciate the flexibility of PitchPerfect, Enable 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

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