

# CASE STUDY: JACKSON MCDONALD

with **Nicola Dullard**

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## The Challenge

Making sure we are responding to important issues our clients face everyday is a business priority for Jackson McDonald. To meet this priority, being able to quickly publish quality and relevant content is an integral part of the firm's business strategy.

I noticed the way we were initially managing and publishing our content needed to be better aligned with the firm's goals. At the time, our website was essentially a brochure site which heavily relied on developers to make changes. With this in mind, I started to look at agile tech solutions on the market which would help us deliver our content and publishing goals more efficiently.

Harnessing the right solution to help us execute our strategy with more flexibility, without losing quality, and without relying on developers, was key. If a partner came to us in the morning with a content opportunity, or requirement, I wanted the capacity to publish that by day's end. This would be a standout KPI for our investment.

In addition, the main requirement from the IT department was that the solution had to be a seamless experience within one technology stack that integrated tightly with other leading legal technology platforms.

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## The Solution

HighQ's content management module, HighQ Publisher, hit the bar. We used it to build our brand new [Corporate Website](#), and harnessed its ability to share content behind a login. It also integrated seamlessly with the wider HighQ platform which we had already been using for secure project and client collaboration. Since Jackson McDonald fully implemented the HighQ Publisher module, we have been able to build a content hub or channel within 20 minutes.

Additionally, adding content to our [new site](#) has never been easier. An upload takes five minutes, and can be syndicated across any part of the site in real time - whether that be on the homepage, or within a bespoke gated hub we've created to focus on a particular issue. Now, we only have to upload once, whereas before we would have to create something three or four times. In turn, this streamlining of content has informed our content strategy and allowed us to be more responsive and flexible, particularly in the climate of COVID-19 where you are updating fairly regularly. When we made our HighQ investment, we essentially future-proofed our business in that respect.

Subsequently, client engagement with our content is unprecedented. For example, one of our articles recently acquired 10,000 views. When benchmarked against previous metrics, that was unheard of for the firm. Importantly, the usability and flexibility of the HighQ system means we need little to no help from a developer. Our in-house developers now spend their time responding to more urgent fee-earning matters, rather than worrying about an influx of adhoc website changes, and bespoke content hubs.

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## The Future

Outside of content hubs for general visitors, we have been able to create gated content hubs for local Government clients. The system automates registration for these hubs so it removes the manual process of permitting users to access gated items based on their domain. We would like to explore more of how HighQ can deliver different bespoke experiences for particular clients.

Outside of utilising the publishing and content capabilities of the HighQ Publisher solution for our [corporate website](#), we are expanding into other use cases of HighQ. The versatility of the platform means we can use it for large litigation, but also for client portals. This means clients would be able to log in and see a snapshot of their matter information including which stage it's at, and which persons are tending to their matter.

Continuing to harness the varied efficiencies of HighQ will only help us to further refine our strategies and transformations. From content to complex litigation and bespoke client portals, Jackson McDonald's future of client engagement looks promising.

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