



Attorney-Client Privilege: Building a Searchable Database App

LexisNexis, the largest provider of computer-assisted legal research services, has been publishing directories for attorneys and law firms since 1868. These industry-leading hardbound—and more recently Internet-based—directories have allowed lawyers and consumers of legal services to quickly and easily find the right legal professional to handle any matter.

Challenge

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

Faced with widespread access to legal information, an increasingly mobile reliant audience, and a need to fully engage that audience, LexisNexis wanted an app to extend Lawyers.com's utility to smart phones and tablets.

Solution

Aptara designed and developed an app that allows users to:

- search for a lawyer by name, legal specialization, and/or location manually or via a geo-locator
- save search history
- view exclusive Lawyers.com ratings
- send an email or call a law firm or lawyer with just one touch
- find the lawyer's office on a map
- get driving directions to the lawyer's office
- access complete lawyer and law firm profiles, including background checks
- share lawyers' profiles with your contacts

Result

With the Lawyers.com app, lawyers and consumers can search for information on thousands of lawyers whenever or wherever they need to. The app

- is a one-stop shop for researching, identifying, and communicating with attorneys, and
- drives significant traffic to Lawyers.com and other LexisNexis websites, and
- enhances the perception of LexisNexis as high-tech, consumer-friendly brand.

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