

Case Study—Chartered Institute of Logistics and Transport (CILT)

CILT Enhances Market Research Service with LexisNexis® Newsdesk



The Chartered Institute of
Logistics and Transport (UK)

Location:

Corby, Northants and London U.K.

Industry:

Professional Organization—
Logistics and Transport

Membership:

20,000 Individuals

Product Summary:

LexisNexis Newsdesk

“We continue to be amazed at what information we find. LexisNexis Newsdesk is a bedrock service for our market research.”

Peter Huggins

Knowledge Centre Manager, CILT

Using LexisNexis® Newsdesk, CILT’s Knowledge Team Gains Insight and Responsiveness

The Chartered Institute of Logistics and Transport in the UK CILT (UK) is the pre-eminent independent professional body for individuals associated with logistics, supply chains and all transport. It offers its 20,000 members professional development and qualifications, networking opportunities and information services through Europe’s largest logistics and transport library.

Challenge:

Inform members of the very latest industry developments and news events in transport and logistics

As the focus for professional excellence and progressive development of best practices and technology in transport and logistics, the Institute sits at the heart of the industry. This critical and multi-faceted sector goes across industry verticals and international markets and operates in diverse areas such as aviation, maritime, road and rail transport.

Offering information and advice is a key member benefit. With such diverse information needs from members, Knowledge Center Manager Peter Huggins required a solution that complemented existing library resources and offered extensive media coverage of current news events. With member inquiries often coming in directly on the phone, it was crucial that the service was quick and easy to navigate and delivered precise, trustworthy results.



“Unlike Google®, with LexisNexis Newsdesk we find exactly the news that’s relevant. That’s the difference, that’s what helps us.”

Peter Huggins

Knowledge Center Manager, CILT



Solution:

Live market research and pro-active news alerts with LexisNexis Newsdesk

Through the easy-to-use search interface of LexisNexis Newsdesk, the team is able to answer live member calls for information and take detailed briefs to provide automated industry updates on an ongoing basis. Using the tool, Peter Huggins and his team are able to serve the Institute’s many members, each with specific information requirements.

“The diverse inquiries from our members require a very broad media base. With LexisNexis Newsdesk, we’re always uncovering new information; it never ceases to surprise us what we find,” says Huggins. “We find it an invaluable tool for our day-to-day information needs.”

“With the filtering capabilities in LexisNexis Newsdesk, we find exactly the news we want, unlike Google News™ news service where we end up wasting a lot of time sifting through irrelevant results. That’s the difference; that’s what helps us.”

The customer service has been another highly positive aspect. Peter Huggins: “We genuinely rate your service ethos, you’ve always been helpful and the communications are excellent. This backup is very important, your customer support is a big differentiating factor compared to a competitor product we used to use.”

Results:

Actionable market intelligence for transport & logistics professionals

- An enhanced business information service for members that incorporates the latest industry news
- More rounded market research with a service that perfectly complements existing library resources
- Pro-active news alerts on custom briefs across a vast range of topics with consistently relevant results
- Time and effort saved thanks to powerful filtering options and excellent worldwide media coverage

About LexisNexis®

After nearly 40 years providing solutions that help organizations harness the power of information, LexisNexis remains dedicated to developing innovative media-monitoring tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.

Contact your LexisNexis representative

or call **1-800-227-4908**



LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Other products or services may be trademarks or registered trademarks of their respective companies.

© 2015 LexisNexis. All rights reserved. NBI01353-0 0415