
Saving 1hr a day with unlimited media coverage tracking. How Signal helped **Bird & Bird.**

Sophie Bowkett is the Head of Marketing and Communications and is responsible for building and managing the PR team. She is primarily focused on tracking the firm's media coverage, spokespeople and competition.

The challenge

Before being introduced to Signal, Sophie had to wait up to 12 hours for her media coverage which, at the pace the media moves today, was posing a real challenge for her and her team.

Sophie was looking for a tool that could speed up that timeframe significantly, to ensure that she didn't have to worry about missing a story or an opportunity for Bird & Bird.

She needed to be able to add new search terms without a clunky experience

or incurring extra cost, which would limit the value she could offer the wider firm.

"The stories we're working on move quickly, so we needed a solution that was fast and flexible."

SOPHIE

The solution

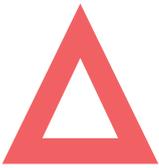
Signal was recommended to Sophie by industry peers. She was keen to see how Signal would help her track media coverage, compared to what her team were used to.

It was clear she was onto a winner. Not only did Signal help her track media coverage quicker than ever before, but she also had the flexibility to expand her search terms to cover whatever the business needed, without paying an extra premium.

"We have halved our

annual expenditure on media monitoring, but expanded and improved the speed of our coverage tracking."

SOPHIE



The results

Signal has enabled Sophie's team to save over an hour each day and they can now add extra value to the organisation. They are more responsive and faster at reporting news coverage to their lawyers and the wider business. If there is a legal development that needs tracking, they have the flexibility to add new search terms instantly.

The culture of innovation and technology at Signal is also a huge benefit, as it is strongly aligned with Bird & Bird's own philosophy – cementing the partnership.

One unexpected, but very important, benefit is the quality of the account support. Sophie no longer worries about long delays in raising customer service

tickets to set up a feed or fix a problem. Her Customer Success Manager is there ready to help, whenever she needs it.

“Signal looks at technology in a new way and is constantly innovating. The team is so well aligned with our values and culture that they recently came to speak with a group of our Tech & Comms lawyers about the

technology they use. As a rapidly growing business, it is great to be part of Signal's evolution.”

“The account management is on another level. With Signal we have more than a typical supplier/client relationship. Our account manager is proactive in supporting us – Dan is there to help.”

SOPHIE

Bird & Bird

About Bird & Bird

Bird & Bird is an international law firm, with a focus on organisations being changed by technology in the digital world.



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