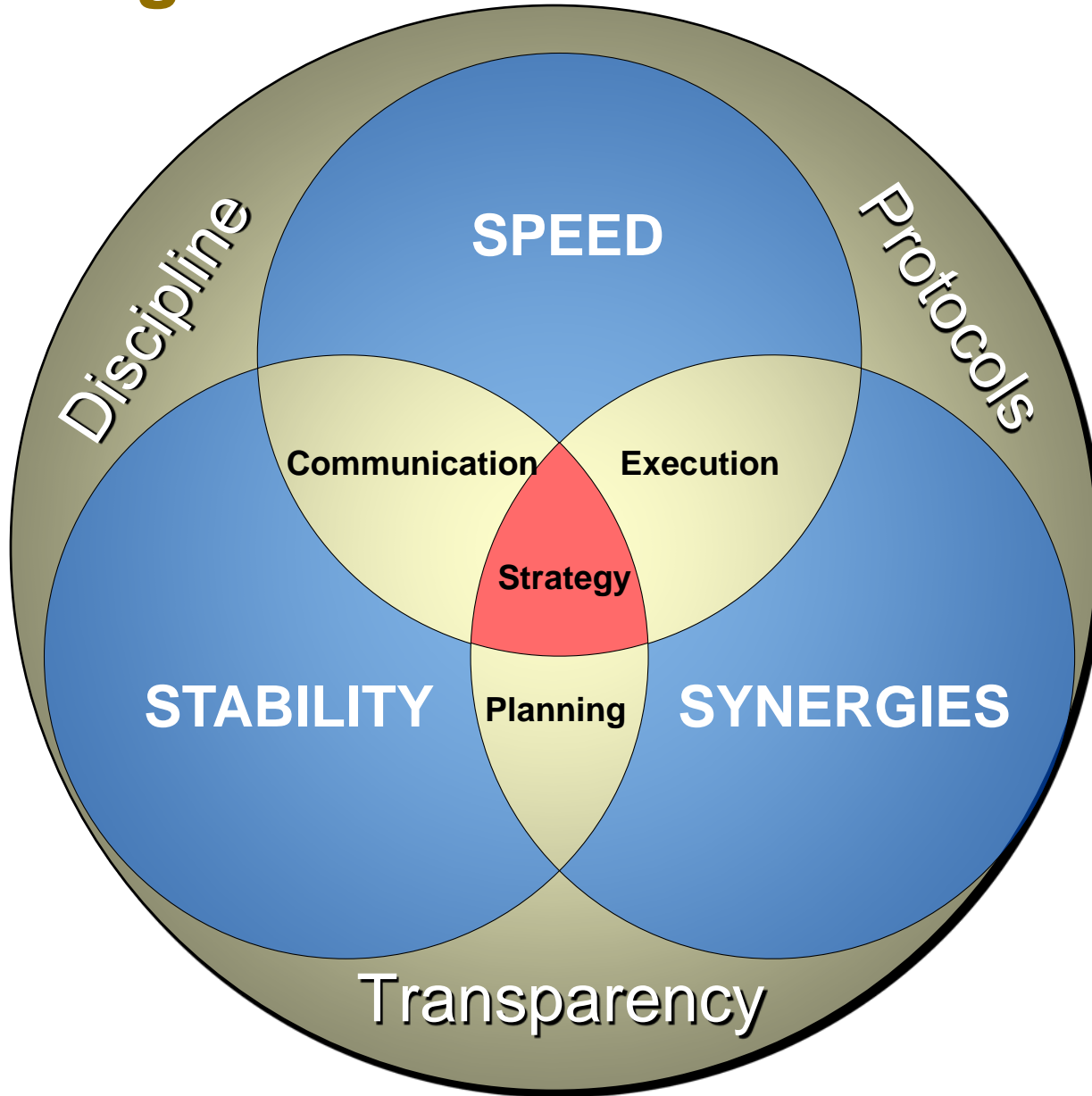
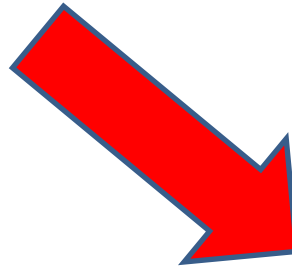




Integration Model



Customers won't forgive your mistakes



Companies going through M&A typically lose sight of customers at the time when they are most likely to bail.



When mergers occur, customers demand consistent and seamless service across both companies from the start. If they don't get that, they defect.

Source: After the Merger, How Not to Lose Customers, The Wall Street Journal

How not to lose customers during M&A

- **Set customer retention targets during and post-integration**
- **Invest in customer communications and marketing**
 - Value proposition of the deal for customers
 - Ongoing contact, multiple modes
 - Customer management “war room,” town halls, and on-site campaign
- **Heighten attention on customer service experience metrics / processes**
 - Lead indicators of potentially disruptive problems
 - Identify and accelerate actions to improve / maintain service and quality
 - Establish a customer experience integration task force
 - Identify and address customer-facing issues first
- **Manage divergent business models with great care**
- **Use integration as a leverage point to upgrade customer service**
 - Map, analyze and adopt best practices, processes or reinvent
- **Empower and train front-line employees to resolve issues on the spot**