

CUSTOMER SOLUTIONS FOR MERGERS AND ACQUISITIONS

ALIGN YOUR ORGANIZATIONS FOR MARKET SUCCESS.

- ◆ Does the success of your transaction depend on meeting specific customer acquisition and retention goals?
- ◆ Do you know how both organizations' customers feel about the transaction, or how they will react?
- ◆ Do you have the right resources and expertise to guide both organizations—including their customers and customer-facing employees—through the transition?

PRESERVE AND MAXIMIZE CUSTOMER RELATIONSHIPS.

Most mergers and acquisitions come about specifically for the customer benefits that they promise: increased market share, expansion into new markets, or greater "share of wallet," for example. But, to achieve those benefits, the integrated organization typically will have to overcome some key challenges, including:

- ◆ Duplicative customer-focused systems and processes, in areas such as customer relationship management (CRM), content management, contact centers, collaboration, and the Internet
- ◆ Retention of customers—and customer-facing employees—during re-branding and transition periods

If you are seeking to preserve and maximize the customer advantages of your transaction, you may benefit by talking with West Monroe Partners.

ENSURE AN EXPERIENCED TRANSITION TEAM.

West Monroe Partners combines deep expertise in an array of customer-facing processes with transaction experience in many industries. Applying a proven and thorough approach, we can help you:

- ◆ Analyze all facets of both organizations' customer-facing operations, including marketing, sales, and customer service
- ◆ Define areas of redundancy
- ◆ Design an effective, forward-facing strategy for the combined entity, as well as a road map for achieving it
- ◆ Execute on that strategy

APPLY THE PROVEN APPROACH.

Managing customer acquisition and retention as a combined entity requires many decisions—all focused on integrating people, processes and technology to create a compelling and consistent customer experience. West Monroe Partners can help you:

- ◆ Analyze and segment the combined customer base and set product/service strategies for each
- ◆ Define the desired experience for each segment, across channels and points of contact with your organization
- ◆ Establish the capability for producing customer analytics that enable effective segment management and decision making
- ◆ Evaluate existing customer processes and systems in place in both organizations and select and implement those that will most effectively drive your future strategies; this includes looking at:
 - ◀ CRM systems and processes
 - ◀ Content and document management platforms
 - ◀ Intranet and collaboration tools
 - ◀ Customer-facing Internet and eCommerce sites
- ◆ Consolidate contact centers and align them with marketing and customer service strategies
- ◆ Address internal and customer change management requirements during the period of transition

Are you prepared to maximize the customer benefits of your merger or acquisition? A comprehensive, customer-focused approach to integrating organizations can make the difference between status quo and even greater market success. That's business in the right direction.

West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.