

MERGERS & ACQUISITIONS

can be **exciting times for business leaders**, full of **new growth opportunities**.

But, they can be **hard on employees** and **worrisome on existing customers**.

Failure rate for M&As is between 70-90%*

FOR EMPLOYEES

During an M&A

Feel threatened about job security
Overloaded with additional work
Employee moral may erode

Pitfalls of Low Employee Engagement

Poor communication leads to turnover
Creates poor customer service
Hurts your brand image

Successful M&As

Encourage employee engagement
Communicate plans clearly to staff
Work to make teams advocates for change

FOR CUSTOMERS

During an M&A

Customer service may suffer
Needs and expectations may not be met
Wary of new company

Pitfalls of Poor Customer Service

Loss of customers
Loss of revenues
Negative reviews

Successful M&As

Communicate benefits to customers
Expand service offering
Improve the customer experience

KEYS TO A SUCCESSFUL M&A

Begin with a **comprehensive project strategy** based on a **unified business plan** that aligns the visions of the companies involved

- 1 Communicate** the strategy clearly & often
- 2 Account** for enough time for employees to adjust
- 3 Establish** training programs
- 4 Make** financial and legal adjustments
- 5 Create** a consolidated IT department
- 6 Establish** a brand identity that everyone can relate to

FIRST 100 DAYS ARE CRITICAL!

Stay aware of employees' and customers' experiences and feelings.

Don't be another failure statistic!

Keep your finger on the pulse of both staff and customers. Ensure they are on board and not being ignored.

Direct Opinions **develops** and **executes** surveys for both customers and employees. Receive **honest, useful results** with **actionable insights**.



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*According to 2015 Harvard Business Review