



Customer Retention Plan in Acquisition Situation

30 maart 2011



Customer centricity



Customer Orientation

- Organise during the transition extra attention for company wide focus on the customer, i.e. through all departments

Customer Configuration

- Design processes and procedures that are customer centric

Customer Information

- Gather in-depth customer information and communicate with customers on a regular basis on the progress and the issues



Reasons for change in supplier during acquisition



Leave

- Fear of administrative mess
- Service delivery
- Conditions
- Pricing
- Change in personnel
- Loyalty issues
- New parent company

Stay

- Switching costs
- Customer care during transition
- Seamless changeover
- Trust and comfort
- High attention level
- Stable relationship management



Customer segmentation during transition



Importance

- Overall importance
- Volumes and revenues

Sensitivity

- Critical nature personality
- Depth of relationship
- Desired attention level

Complexity

- Multi product
- Switching costs



Customer information



Ask the customer in early stages of the transition project what they feel and what their wishes and concerns are.

Use external parties for these customer interviews:

- It is a specialism, don't risk the quality label of your organisation by conducting the interviews yourselves
- Its is a sign of professionalism and it shows your customers that you take the interviews very seriously
- Customers will tell what they really feel without hesitation because it is not their relationship conducting the interview



Action items



Examples of customer focused actions during acquisition transition

- Segmentation
- Customer questionnaire/interviews
- Monthly progress letter
- Customer retention team
- Bi-monthly managers progress meeting
- Social media "customer retention channel"
- Senior management involvement
- Defector follow-up
- Transition helpdesk