



- Industry: IT
- Solution: Strategic initiative
- Focus: Increase customer loyalty and internal referral revenue
- Other deliverables: KCI's Solution Assessment™, report and execution process

Maximizing the Potential of a New Merged Corporate Identity

The CEO of a large IT company looked for a way to merge several of the smaller IT businesses the company owned into one. The merge served a multipurpose: increasing customer loyalty through cross referral and retaining top talent by creating more growth opportunities. *"We have tried to get the customer service representatives in our sub companies to refer business to each other. We brought in a really great marketing company and I do believe their campaign is reaching great results with clients, but our people are not keeping up with this new message so it is creating an unwanted bottleneck."* The client has already invested in an internal marketing campaign so people were well aware of the transition, but their cooperation with it was too little too slow.

The goal was for team members in different sub organizations to present clients with the vision of the merger, maintaining customer loyalty by using other internal services in cooperation with other sub companies.

KCI's Solution Assessment™ identified the invisible abilities that would lead to integration of the merger's benefits.

Outcome

Managers in different sub units guided teams through the acquisition of a new ability around systemic thinking. Once teams acquired the new ability they immediately applied it to the way they perceived the change. Results were not limited to increase in customer loyalty and internal referrals but were extended to higher retention (managers now saw opportunities across divisions they were not pursuing before).

"It really was the job of our managers to get the teams on board but they didn't have the tools to get people where they needed to be. Getting access to this important new knowledge made the transition seamless."

- You can use Extraordinary Mentoring™ to develop an individual, team or an entire organization:
- There are no offsite costs
- The process integrates seamlessly into the team's daily work routines
- It is based on a neurological process that accelerates the five steps the brain takes to acquire something new in a lasting way
- Even with challenging individuals and group dynamics, there's a 95% success rate
- Dramatic change is visible within weeks and results are lasting