

“ Because the two organizations enter in dialogue at customer level, they really want to engage and look forward together.

”

Mark Gunther
Director New Venture Integration Philips

Philips New Venture Integration integrates customer-centric

The client account as winning common denominator

Ambition

Philips regularly acquires companies in different sectors. Besides realizing the business case, it is a huge challenge to merge the two organizations and ensure that both customers and employees experience the integration in a positive way.

Approach

Philips used Customer Journey Mapping as a tool to create awareness in the organization of the customers' interest in the process. The integration is viewed from the perspective of the customer, so that deliberate choices can be made about how the new organization will approach its customers. The starting point is the involvement of stakeholders in both organizations in the integration approach.

● 1. Collecting and analyzing 'hard data' and conducting interviews

Interviews are conducted by a small core integration team from both to-be-merged organizations to ensure that the strengths and weaknesses of both organizations are mapped.

● 2. Composition of core team engagement program

This core team is inspired to look at the relationship with the new organization from the customer's perspective. The team investigates who the customer is and develops a vision of how they want to manage the entire process in the new future state: pre-sales, sales and post-sales relationship.

Results

Commercial synergy by bringing together the interests of the customer and the company

Best practices of both companies incorporated in the most effective and efficient approach

Approach

Inspire

Inspire employees to participate

Develop

Develop methodology, define roles and responsibilities

PHILIPS

Mobilize

Apply the approach in country organizations for takeovers

Optimize

Choosing best practices from both organizations for the new venture

The Quadrant Model

The Quadrant Model is a visualization of the start and end points of a change-route to customer focus, higher sales, greater efficiency, higher NPS or whatever goal you want to achieve.

Critical Success Factors

● Customer-centric

using the customer as the common denominator for success for both organizations

● Dialogue at customer level

creating the possibility for the two organizations to enter into a dialogue at the customer level

● Best of 'both worlds'

combining best practices from both sides to achieve a successful integration

earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case study:

'GGN – Customer Journey Mapping'

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