Factors for a Successful M&A

Even once the papers are signed, mergers and acquisitions (M&A) deals face huge challenges in collaboration, integration and alignment. Despite the value of global M&A deals now reaching a whopping 5.9T USD, most studies show between 70 and 90 percent of M&A end up unsuccessful. And while the number of deals closing sounds impressive (close to 11,000 in the United States alone in 2020) there's still a long list of reasons why M&A deployments fail.

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In order to deploy a successful merger or acquisition, companies need to focus on the following important aspects within their own organization, throughout the process of the deal, and beyond:

- **People Alignment**: To improve the chance of M&A success, both new businesses need to quickly integrate their sales and marketing departments, customer service, operations, and training and enablement. This reduces informational silos and opens up communication across both groups allowing everyone to work together to the best of their abilities.

- **Technology Alignment**: Since both companies will have considerable tech stacks, it's important to see where optimization is possible. It is usually beneficial to merge the technology you've invested in such as CRM systems, business intelligence (BI) tools, accounting software, OKR planning software and MarTech solutions.

- **Process Alignment**: In order to create synergies that accelerate growth, the processes of each individual company must be identified, analyzed, then strategically aligned. Making sure that there are no big interruptions in processes ensures that each business can maintain its level of service, which stabilizes customer retention throughout the M&A journey.

Where does Introhive come in?

Introhive can help open up communication between two companies that are coming together with Customer Intelligence . Starting with an accurate, trustworthy foundation of client data, Introhive can help map relationships across the newly formed business, pushing for a more cohesive team through open communication and client knowledge.

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Create a relationship map across both entities

Every single person—from the CEO to a frontline worker—has a Rolodex of contacts that they bring to the table during any M&A. And customer intelligence is arguably your most powerful asset post-merger or acquisition: it ensures you can map out who knows who, and who has the best relationships with whom at key accounts. This is integral for customer retention and continued growth.

Assign sales accounts based on relationship strength

The fact of the matter is that you will have two large sales teams battling over account ownership and territories. Having a historical view of 12, 24, or even 36 months of relationships and their associated strengths will make the process easier and the insights clearer on who in the company has the best relationships with buyers and accounts.

Whitespace analysis to upsell customers

Both companies are likely to bring diverse customers from different industries and markets. This presents opportunities to have an extremely well-rounded client portfolio, with strengths in many different areas—where one company may have a strong presence in finance, and the other may have an impressive market share in tech. Quickly mapping the relationships and known networks across an account map can unlock fast and efficient pathways to expand services from your combined offering.

Create a data bridge between different CRMs

CRM mergers and relaunches can take years to fully implement. Avoid ripping out and replacing CRMs or costly merger projects straight out of the gate. Customer Intelligence will allow businesses to bring together data from different CRMs to extend visibility into relationship insights for management, without forcing your teams to adopt and learn new technology.

Don’t let customers get lonely

With the many competing priorities of merging businesses, the worst thing you can do is let your established customers get forgotten. Creating a dashboard of “lonely customers” will help all departments check in and keep tabs on the frequency of client engagement, NPS scores, and the activity volume of communication.

Unlock relationship-based lead generation

When both companies have access to relationship intelligence and can map out who knows who at key accounts, this creates actionable insights. Valuable leads can then be generated and acted upon in order to encourage continued company growth.