



## ENERGYQUOTE GAIN VALUABLE CUSTOMER INSIGHT THROUGH DUE DILIGENCE EXERCISE

*'[Customer Satisfaction UK's] work has given me even greater insight into both companies.'* Maria Echeverria (Marketing Manager, EnergyQuote)

### KEY BENEFITS

- A reliable assessment of the potential acquisition was made
- Successful integration of two organisations
- Risk reduction – specific data enabled better valuation
- Strategic position enhanced - able to provide a more resilient, high-quality range of products and services

### THE CLIENT

EnergyQuote is one of the largest energy procurement consultancy services in Europe. A pioneer in the industry, they serve over 600 of the largest energy users in Britain and Europe, helping them to manage their energy procurement and consumption.

### THE CHALLENGE

Prior to or immediately after a merger or acquisition, an investigation of the key resource – the customer base – can be beneficial for a number of reasons. In the summer of 2009, EnergyQuote sought to strengthen its position through the acquisition of John Hall Associates and wanted to gain an insight into its customer base.

### THE WORK

Having previously worked with Customer Satisfaction UK, EnergyQuote commissioned us to:

- Conduct a comprehensive programme of telephone interviews with a representative sample of key customers from John Hall Associates
- Carry out a parallel appraisal of EnergyQuotes's existing customers
- Present a detailed analysis and interpretation of data to Energy Quote's management team

A complete service was provided, with objective, reliable data and precise insights into the target customer base.

### THE RESULTS

From the insight gained, EnergyQuote were able to:

- Verify the quality of the target customer base
- Investigate respective strengths and weaknesses of two companies
- Minimise duplication of assets
- Exploit latent potential in both customer bases