

## Case Study Five

### Due Diligence Customer Insight

#### The Client

**EnergyQuote** has pioneered energy procurement consultancy services, becoming one of the largest consultancies in Europe.

Currently more than six hundred of the largest energy users in Britain and Europe, many from the FTSE 250, choose EnergyQuote to help them manage all aspects of their energy procurement and consumption, relying on EnergyQuote's knowledge of the European markets to inform their purchasing decisions.

#### The Brief

In the summer of 2009 EnergyQuote enhanced and strengthened its position through the acquisition of John Hall Associates, combining expertise and resources and enabling EnergyQuote to provide a more resilient, better quality offering to customers across a growing range of services and countries.

Having worked previously with Customer Satisfaction UK on projects to improve customer service and maximise customer loyalty, EnergyQuote called upon us to conduct parallel appraisals of EnergyQuote's and John Hall Associates' customer-bases. As well as verifying the quality of John Hall Associates' customers, we were able to investigate respective strengths and weaknesses, helping EnergyQuote to make a more reliable assessment of their potential acquisition and also, ultimately, to be better able to integrate the two organisations, building upon strengths, minimising duplication and exploiting latent potential on both sides.

#### Customer Satisfaction UK's Approach

We conducted a comprehensive programme of telephone interviews with a representative sample of key customer individuals from both organisations, enabling us to present a detailed analysis and interpretation of the gathered data to EnergyQuote's management team.

This activity was conducted to the very highest standards of professionalism and discretion, and completed at short notice and in accordance with very tight deadlines.

#### The Outcome

**Maria Echeverria, EnergyQuote's Marketing Manager, commented,**

*"[Customer Satisfaction UK's] work has given me even greater insight into both companies. Thank you again for this amazing work, relative to the time and the size of the sample. Please do again congratulate your team on my behalf".*

**Customer Satisfaction UK provides a complete service, giving you a comprehensive assessment and precise insight into a target customer-base. We provide objective, reliable data that delivers significant benefits including better decision-making, reduced risk and better valuations.**

**For more information on how we could help you to increase the effectiveness of your due diligence activities, call Jonathan Parkes on 01298 73051 or visit [www.customersatisfactionuk.com](http://www.customersatisfactionuk.com)**