

“Creating A New Insurance Policy”

C A S E S T U D Y 1

The merging of two large corporate companies can be fraught with danger. Social integration, company values, new business goals and personal standards are all areas that need to be addressed during the fusion of two parties.



When two insurance giants merged, Halo Works set about producing a seamless plan that would create immediate positivity and unity across the group, whilst maintaining the identity and unique strengths of each individual brand.

Using the **Halo Process**, the team staged focus groups and conducted in-depth interviews with all major stakeholders to research the existing set-up. It was essential to utilise the core cultures from either side, as well as share best practice to establish a new robust integrated business. All staff were therefore consulted and asked to divulge their feelings and opinions on the merger and how they would ultimately affect the new company. Motivation and morale were key issues.

It was a great **success story**. Culturally there was immediate synergy between the two organisations with staff turnover on the decline, whilst both companies continued to expand independently. The end result was full integration, two exceptionally profitable brands and very happy shareholders.