

CLIENT:

Concentrix Catalyst

PK engaged A.wordsmith to define and execute a multi-pronged internal and external communications campaign designed to support the acquisition – from deal sign, close and integration communications.

Client Description

Concentrix Catalyst is the experience design and engineering team of Concentrix, a leading global provider of customer experience (CX) solutions and technology. They combine human-centered design, powerful data, and strong tech to accelerate CX transformation at scale.

Project Description

PK (now Concentrix Catalyst) made a pivotal and strategic step forward in the evolution of their business, entering into a definitive agreement to be acquired by Concentrix, a \$5.6 billion leading global solutions company that reimagines everything CX through strategy, talent and technology. The deal closed on December 27, 2021, and from that moment forward, PK operated as Concentrix Catalyst, a newly created team within Concentrix that combined the digital capabilities of PK and Concentrix Tigerspike into one unified team.

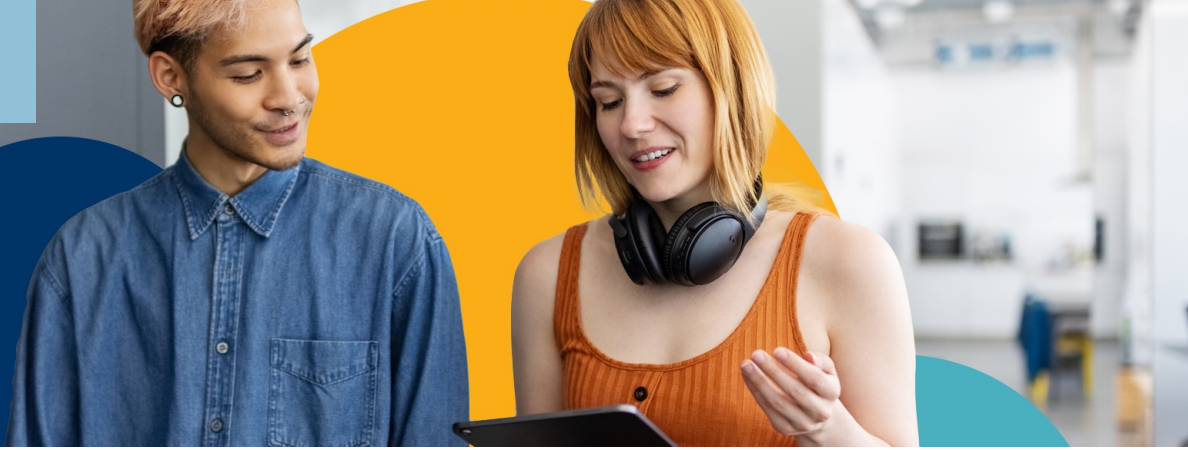
Given their rich, 10-year history of partnership, PK engaged A.wordsmith to define and execute a multi-pronged internal and external communications campaign designed to support the acquisition – from deal sign, close and integration communications.

Given the large-scale, sensitive, high-stakes nature of the situation and the significance of this shift for employees, clients and partners around the world, A.wordsmith met with senior executives to uncover the pertinent details needed to clearly articulate the announcement. It was imperative for the news to be communicated in a thoughtful, compassionate way to instill confidence and positivity in the future direction of the collective companies.

Key strategies:

- **Equipped senior leadership with succinct, consistent, transparent and authentic messaging** needed to communicate company changes to employees, clients, and partners in a positive and impactful manner. This included developing a universal (and audience-specific) talk tracks and talking points, the go-forward communications strategy, FAQs, landing page and social media copy, the brand style guide and crisis response statements to ensure the leadership team was speaking from a consistent, united front.
- **Created customized messaging narratives for each audience** – employees, customers, partners, etc. Communications were designed to help these audiences understand the deal's strategic value, its reason and impact to them, their role and services. Everything from talking points to emails and FAQs were customized for respective audiences and were intended to provide regular updates during critical intervals in the integration process.

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- **Crafted bi-weekly integration status memos to provide clarity and real-time insights on the various workstreams in motion** these communications were designed to ensure employees were in the driver's seat of the integration process, with an inside glimpse at the road ahead to ensure they're up to speed on what has happened and what they can expect moving forward. These communications also emphasized that with the teams united, the future is bright – providing reassurance that the Catalyst team could operate, accelerate, innovate and evolve with little to no disruption until the integration process was complete.
- **Developed and managed CEO communications** which included refining the CEO's LinkedIn title, image and description; and crafting internal memos, town hall scripts, etc.
- **Crafted universal messaging frameworks** which were designed to serve as a guide for how the respective entities are better together. This clarified the company's one team brand promise, unique differentiation and how Catalyst extends Concentrix's promise to reimagine everything CX – to both internal and external audiences.

Key Results

Following the internal and external communications strategy execution, Concentrix Catalyst's executives were able to:

- Clearly articulate the business impact and value of the acquisition and authentically address inquiries from employees, clients, partners and the community.
- Reassure critical audiences that Catalyst's people-first culture, strategic vision and commitment to CX excellence was stronger than ever.
- Position the acquisition as a mark of a fresh opportunity to build upon the companies' individual successes and create something even stronger together.