

Successful Post-Merger Integration by Jeffrey Rosenspan

Jeff Rosenspan highlights the key factors in post-merger integration success

Boston, Massachusetts Nov 7, 2025 ([IssueWire.com](https://www.issuewire.com)) - In April of 2025, Busy Dog Basement Technologies shocked New England: after 30+ years serving the community from our local office, the company operations would now transfer to a Virginia Beach powerhouse known internationally as Groundworks. But what did this mean for our loyal customers? Should they be concerned? Thrilled? Confused? There were mixed feelings and lots of questions.

Now, six months into our post-merger integration, I have three lessons to share:

1. Start by explaining exactly what happened at the corporate level.

Many customers start by saying, "I know that your company changed its name, but I want to know..." I let them finish their thought, but my next sentence always is, "I'm happy to explain everything, but first let me address the organizational structure going forward. Busy Dog was one location, with 40 employees, servicing all of New England. We were purchased in April by Groundworks, an international company with over 80 offices all over North America. This actually makes our Massachusetts office more local, because I'm here in Massachusetts with you, and Massachusetts is my only focus. My technicians don't have to drive up to Maine or down to Connecticut ever again, because there are other Groundworks offices in those states. That lets me focus completely on Massachusetts customers like you."

2. Address the highlights right away.

From that first introduction, I transition into more good news: "Customer support has increased dramatically. Instead of 40 co-workers to ask for help and advice, I now have 6,000 co-workers ready to jump in. If there's a unique situation or device, I know with 100% certainty that one of my coworkers has seen it before and solved that problem. More heads working on a solution means better solutions.

3. Listen to Customer Concerns

Our customers have trusted us with their most important asset: their home. The primary concern regarding the merger/integration is usually service. Would we still be there to take care of them? I am proud to be able to confirm that we have the same technicians working on their houses and the same back-office members familiar with their files. The only change they'll notice is lower prices, faster response times, and nicer uniforms. Don't answer questions they didn't ask, but hear them out and address everything you can. Empathize with them, and you'll be fine.

Media Contact

Busy Dog Basement Technologies

*****@1800busydog.com

7814089035

Source : Busy Dog Basement Technologies

[See on IssueWire](#)