



# Halliburton | Merger & Acquisition Communications Integration

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## **CHALLENGE**

Halliburton is one of the world's largest providers of products and services to the energy industry. The company was seeking comprehensive merger and acquisition communication channels in broad divisions to increase employee engagement.

## **OBJECTIVE**

Working with both the Drilling and Evaluation division and the Wireline and Perforating Services of Halliburton, Pierpont set the objective of composing merger and acquisition communications and an integration plan for a multi-billion-dollar global division.

## **APPROACH**

Alongside internal Halliburton teams, Pierpont developed a communications integration program for the acquisition of Pinnacle Technologies. The team then participated in the creation and implementation of a global employee engagement program.

## **RESULTS**

Merger and acquisition communication channels in integral divisions of the company were strengthened. The global employee engagement program entitled "Evaluate Reservoir, Deliver Well" also increased program participation by over 700 percent in just 90 days.

## **700%**

Increase in Program Participation