



CASE STUDY:

Customer Thermometer's Sale to Exclaimer

OVERVIEW

Gary McHale and a supporting team at DSA Prospect advise Customer Thermometer on its sale to Exclaimer, the global leader in email signature management software, backed by Insight Partners.

CLIENT PROFILE

Established in 2011 by Lindsay Willott, **Customer Thermometer** provides one-click surveys allowing organisations of any size to capture customer feedback in real time, delivering a total view of customer satisfaction at key points of the customer lifecycle and presenting a visible sign of dedication to customer feedback and service.

Customer Thermometer enables companies to respond immediately to resolve problems and improve interactions with their customers.

Gary McHale collaborated with the Lindsay Willott in the early stages to form the board and develop a shareholder structure to create key opportunities in the business and future transaction value. He also worked with the board two years ahead of the sale to qualify what adds value to a SAS business and the software tech companies market.



Customer Thermometer



Founded in 2011



15,000+ users



Across 200+ countries



**Deal completion date:
March 2021**



HOW WE SUPPORTED THIS DEAL:

- Optimisation of R&D tax funding
- Entering into the process of considering options and offers
- Advising on Corporate Finance partners
- Assisted with tax efficient exit
- Solicitor engagement
- Financial Due Diligence

The 4 pillars of our support services



Bespoke approach

Accounting and business services, support and advice tailored to your individual needs.



Real people & experience

Our owner-managed team is here to support and guide your journey backed by our first-hand experience.



Strategic insight

We use our strategic perspective, in-depth knowledge and highly analytical approach to ensure the best results.



Trust & reliability

Building our reputation for more than a decade, we provide clients peace of mind & confidence knowing we're on their team.

“DSA Prospect have been our trusted advisor for many years, seeing us through rapid growth and ownership changes with excellent advice and support. Their guidance on our recent transaction was invaluable, our thanks to the entire team.”

Lindsay Willott,
Founder of Customer Thermometer



From initial advisory, tax and structural planning to business valuations and due diligence. Our transaction services will ensure the best possible outcome for you and your business.

Taking a professional and pragmatic approach to our work with a focus on adding value, our team of advisors are well-placed to provide support ranging from lead advisory to financial due diligence with service tailored to the needs of the client.

Whatever the transaction size, our experienced and professional team design strategies that are unique to you.

Contact us today!

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