

Deloitte News Network

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How to communicate in the digital age

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What's your experience?

Text messaging, email, instant messenger, Twitter, Facebook... In our electronic age, talking is so 1980s. What's your experience?

- A. Why call a client when we only get voicemail. Email is the way to go.
- B. can't talk. too busy. IM only :)
- C. Just download it, okay?
- D. Call me old fashioned, but with a phone call or face-to-face interaction, I can collaborate with my colleagues, and engage my clients, and learn valuable information.
- E. What did you say?

The Deloitte Client Experience recognizes the value of talk. Listening to what clients and colleagues say is key to good communication and can lead to engagement wins, as the Con Edison ("Con Ed") team knows.

Our ability to listen speaks volumes

Deloitte Consulting LLP made it to the final stage of a competitive bidding process for enterprise transformation work with another firm that also had on-going work with Con Ed. According to Andy Konigsberg, Lead Client Service Partner, the Deloitte difference came through in the oral presentation that "was more of a conversation that could have gone longer: everyone was engaged and interested. We had listened to Con Edison and really knew our stuff." Effective communication with Con Edison – truly listening and responding to their needs – gave the Deloitte team a big edge. Just as important, however, was the communication among Deloitte people.

It began with a conversation

Communication is core to the Deloitte culture, and that quality caught the attention of Con Ed. Conservative in nature, Con Edison typically limits outside help to compliance and audit but extended an invitation to Deloitte & Touche LLP to share ideas on sensitive financial issues. Why Deloitte? An earlier conversation with Barry Salzberg, chief executive officer, Deloitte LLP, made a great impression on the president of Con Edison and illustrated how listening and integrity distinguish Deloitte.

The AERS team listened critically, heard Con Ed's concerns, and gained knowledge that enabled a thorough diagnostic financial assessment and the team's first project. While our use of best practices contributed to that project's success, just as important was our careful listening early on that allowed us to bring in the right professionals, which included bringing on Deloitte Consulting to address Con Ed's needs comprehensively.

Communicating and collaborating with each other

Communication within the Deloitte team – comprised of members from the aforementioned functions, as well as Deloitte Tax LLP – also contributed to winning over Con Ed. Our collaborative culture allowed many members to work together and facilitated productive

work relationships. Team members kept everyone, including those newly brought on, up to speed – a move that ensured continuous progress toward project completion.

The oral presentation that sealed Deloitte’s most recent win at Con Edison also showcased the benefits of communication between the client service team and supporting departments. Writers and designers from the Northeast Pursuit Management department helped the client service team develop a strong proposal document and rehearse answers for the critical question-and-answer presentation. The preparation allowed team members to respond with the thoroughness expected by Con Edison and placed Deloitte above the competition. Feedback from Con Edison reinforced that the other final competing firm did not possess the same level of understanding and perspective or industry insights and experience.

“Our ability to seamlessly integrate across functions to serve Con Edison has differentiated us from our competition and opened doors to relationships and future opportunities,” Konigsberg said.

One conversation led to a relationship that positioned Deloitte as the only choice in Con Ed’s mind. Listening to the client, and each other, made all the difference and that’s The Deloitte Client Experience in action.

About Con Edison

Before the Brooklyn Bridge spanned the East River, before the Statue of Liberty first graced New York Harbor, and before skyscrapers rose above New York City's streets, the utility companies that would eventually become Consolidated Edison, Inc. were already building the energy infrastructure needed to fuel and sustain the city's growth. Today, Con Edison is a \$13B corporation that provides electric, gas and steam service to nearly 4.8 million customers in New York City, Westchester County, and other areas in states of New York, Pennsylvania, and New Jersey.

What's Your Experience?

Send your stories of The Deloitte Client Experience in Action to the [US Northeast Experience](#) mailbox, and your team could be featured in a future story!

¹ Deloitte & Touche LLP

² Deloitte Consulting LLP

³ Deloitte Tax LLP

⁴ Deloitte Services LP

For more information on The Deloitte Client Experience, visit [The Deloitte Client Experience site](#).

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