



Reinvigorate Cross-Selling

Advances in customer data, digital marketing and the customer experience have opened new opportunities to grow share of wallet.

By John Senior, Tom Springer and Lori Sherer

John Senior is a partner with Bain & Company's Telecommunications, Media & Technology practice, and is based in Sydney. Tom Springer and Lori Sherer are co-leaders of Bain's Advanced Analytics practice. Springer is based in Boston and Sherer is based in San Francisco.

Shared Ambition, True Results

Bain & Company is the management consulting firm that the world's business leaders come to when they want results.

Bain advises clients on strategy, operations, technology, organization, private equity and mergers and acquisitions. We develop practical, customized insights that clients act on and transfer skills that make change stick. Founded in 1973, Bain has 53 offices in 34 countries, and our deep expertise and client roster cross every industry and economic sector. Our clients have outperformed the stock market 4 to 1.

What sets us apart

We believe a consulting firm should be more than an adviser. So we put ourselves in our clients' shoes, selling outcomes, not projects. We align our incentives with our clients' by linking our fees to their results and collaborate to unlock the full potential of their business. Our Results Delivery® process builds our clients' capabilities, and our True North values mean we do the right thing for our clients, people and communities—always.



Key contacts at Bain & Company

Americas

Tom Springer in Boston (*tom.springer@bain.com*)
Lori Sherer in San Francisco (*lori.sherer@bain.com*)

Asia-Pacific

John Senior in Sydney (*john.senior@bain.com*)

Europe, Middle East and Africa

Ozan Bayulgen in Istanbul (*ozan.bayulgen@bain.com*)

For more information, visit www.bain.com