

13 March 2017

To Whom It May Concern:

In the early stages of the integration of an external business unit into their business, Britehouse partnered with DMSA to conduct a survey to determine the level of cultural fit between the entities. Exploring the scope and co-developing the instrument with DMSA ensured that the appropriate measures were built in.

The survey results gave us valuable insight, enabling us to anticipate and proactively manage integration challenges and identifying focus areas for our change management efforts. The DMSA team were professional, experienced and committed. I have no hesitation in recommending them as a scientifically sound research company focused on obtaining meaningful and actionable business results for their clients.

Kind regards



Themba Chakela
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