



Case Study

How a Global Food Leader Transformed IT With AI Sentiment Analytics

"Voxxify has been transformative, helping us significantly improve the employee experience while focusing investment more effectively."

- Anthony O'Callaghan, CIO Carbery

46%

**RESPONSE
RATE**

1,100

**VERBATIM
COMMENTS**

+9%

**YOY SENTIMENT
IMPROVEMENT**

EXECUTIVE SUMMARY

Carbery Group, a global food producer with 1,000 employees, needed more than SLAs and Help Desk stats to understand how IT was really performing. With Voxxify's IT Sentiment Platform, CIO Anthony O'Callaghan gained a clear view of overall IT sentiment, transforming how his team plans and prioritizes.

The result: Carbery has become more surgical in its IT planning, delivering clear, measurable improvements in priority areas. At the same time, IT spend has become more effective, with sentiment data providing the evidence to manage underperforming service providers and redirect investment where it delivers the greatest impact.

THE CHALLENGE

Voice of the Internal Customer was Missing

For a global food producer like Carbery, IT is mission-critical: keeping supply chains moving, ensuring compliance, and enabling productivity across operations around the world.

CIO Anthony O'Callaghan recognized the limits of existing performance data. Ticket feedback was transactional and, while often positive, it masked recurring problems and silent frustrations.

"As useful as SLAs and Help Desk stats were, they didn't show us the day-to-day experience. We were missing the voice of the internal customer."

THE SOLUTION

Specialized Sentiment Analytics with Voxxify

For CIO Anthony O'Callaghan, Voxxify stood out with its powerful decision-making and action-planning capability, built specifically for IT. Its structured, science-based approach pinpointed where to focus resources, while specialized AI ranked actions by impact, effort, and relevance.

"I had a lot of confidence in the Voxxify team as they had done this many times before with big brands. There's a rigorous science to the process and it provides a central platform for members of my global team to drive meaningful improvement."

For O'Callaghan, Voxxify's hands-on consultative approach was also important: **"Access to Voxxify's expert team was a real differentiator. We didn't just get a score: Voxxify gave us context, helped us prioritize, and turned data into an action plan."**



Business Description

Global food producer with revenues of \$1B, with operations across EMEA, the Americas and APAC.

Location

HQ: Cork, Ireland

Operations: EMEA, the Americas & APAC

Headcount

1,000 employees



Anthony O'Callaghan
CIO

"We were missing the voice of the customer.

With Voxxify we now have a reliable measure of sentiment to help us prioritize and plan."



Hilda McCormack
Global Automation &
Emerging Tech Lead

"Voxxify has helped us both listen and act, helping drive meaningful change for the business."

Overall IT User Experience	↑ 9%
Meeting Rooms	↑ 10%
Online Training	↑ 10%
Collaboration Tools	↑ 6%

Table 1: Key Improvements

KEY BENEFITS

Clarity & Insight into Performance

With Voxxify, Carbery has moved beyond ticket-based data to a clear, objective view of overall sentiment across the business. This surfaced hidden pain points (e.g. emerging regions without on-site IT support, poor video conferencing, outdated hardware) and separated loud voices from representative feedback.

O'Callaghan explains, "Before, one loud voice could skew the narrative. Now we have feedback from hundreds of people across the organization — helping us have more data-driven conversations."

Accelerated Action Planning & Accountability

Within 10 minutes of the survey closing, regional IT leaders in the Americas, Europe and Asia-Pacific received tailored action plans drawn from sentiment data, creating regional accountability.

O'Callaghan reflects, "Voxxify insights have become the backbone of our annual planning. Our regional leads now treat the score as their North Star for improvement."

Culture of Open Communication

As employees saw their feedback turn into visible change, trust and engagement rose. Response rates increased from 43% to 46%; free-text comments became more detailed; and more people signed their names, despite the survey being anonymous by default. This transparency not only enriched the insights but also created a stronger sense of partnership between IT and the business.

Hilda McCormack, Global Automation & Emerging Tech Lead, highlights the shift: "Listening is powerful, but the real impact comes when you show people you heard them and then act on it. That's what creates meaningful conversations and helps drive real change."

Tangible Service Improvements

Between year one and year two, scores improved significantly in areas that had been prioritized, with a 9% increase in overall satisfaction (Table 1). Key stakeholders now had clear evidence that IT spend was being focused where it was having the biggest business impact.

O'Callaghan emphasizes, "Voxxify helped us deploy IT spend more effectively, both improving the user experience and delivering real business impact."



Reveal

hidden employee experience gaps



Prioritize

IT improvements that will add most value



Take action

on the right experience improvements



Prove

IT's efforts improved employee experience

THE TAKEAWAY

Carbery turned sentiment into strategy, driving satisfaction & efficiency

For Carbery, Voxxify transformed IT from a function measured by SLAs and Help Desk stats into one driven by real user experience. With greater visibility into IT sentiment across the business, CIO O'Callaghan uncovered hidden pain points, built stronger business cases, and equipped regional leaders with clear action plans.

The results have been clear: **targeted service improvements, more efficient spend, sharper vendor management, and a culture of trust where employees see their feedback acted on.**

Today, Carbery sees Voxxify not just as a platform but as a strategic partner driving effectiveness, accountability, and continuous improvement across the enterprise.

"Voxxify are a trusted advisor transforming how we measure, plan, and run IT. We plan to work together for the long term."

- Anthony O'Callaghan,
CIO Carbery