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Case Study

How Cloudera's New CIO Accelerated IT Transformation with Voxxify

"Voxxify exceeded my expectations at every stage, quickly giving me the 'full picture' of IT performance. It's an essential strategic tool for any CIO looking to deliver rapid, impactful change."

- Dohsung Yum, CIO Cloudera

EXECUTIVE SUMMARY

When Dohsung Yum joined Cloudera as CIO, his first priority was getting a clear and comprehensive view of how IT was truly performing. To achieve this, he prioritized capturing internal end-user sentiment.

Having explored multiple alternatives, Yum chose Voxxify for their deep expertise in IT sentiment, unique AI-powered analytics, industry benchmarking and consultative approach.

The result was an outstanding 43% response rate, backed by over 1,700 verbatim comments, quickly giving Yum and team the insights they needed to improve performance across each IT service, accelerate impact and align his leadership team around the goal of "One IT".

THE CHALLENGE

Quickly establishing a complete picture of IT Performance

As the incoming CIO of a fast-growing tech company with a globally distributed IT function, Dohsung Yum needed to quickly understand how IT was truly performing from an end-user perspective.

Measuring IT sentiment was a key goal for Yum: "I've always believed in the value of listening to stakeholders—in this case Cloudera employees—and we didn't have in place anything that I would consider a good feedback loop."

Some team members initially worried about the potential for negative feedback, but Yum promoted the value of open communication to spotlight strengths, pinpoint gaps, and better align IT with the business.

THE SOLUTION

Specialized Sentiment Analytics with Voxxify

Having evaluated Cloudera's existing HR and engagement tools, it was clear they would not provide the insights Yum needed. He chose Voxxify for its expertise in IT sentiment, AI-powered analytics, industry benchmarking and consultative approach.

Voxxify achieved a remarkable 43% response rate, despite being sent during Cloudera's "survey season"—their fourth survey in 3 months! Yum notes: "Voxxify showed us that survey fatigue really is a misnomer, it's 'bad survey fatigue' that companies need to watch out for".

Implementation was quick and easy, and the platform instantly delivered actionable insights, providing Yum with clarity on where to prioritize to have the greatest business impact.

Business Description
Global data cloud platform with revenues of $1B, serving customers across North America, Europe and Asia.

Location
HQ: Santa Clara CA, USA
Global Offices: North America, EMEA & APAC

Headcount
2,700 employees

Key Metrics
- 43% response rate
- 1,700 comments
- 1 hour to results

Dohsung Yum
CIO, Cloudera

"The depth of insights was beyond what I could have imagined possible. The value was way beyond my expectations."

KEY BENEFITS

Rapid Discovery of the True "As Is" State

Within minutes of the survey closing, Voxxify's AI-powered data visualizations presented an accurate 'full picture' of IT performance, highlighting areas that were working well, and pinpointing what needed attention.

The analytics revealed hidden issues affecting productivity, including many that hadn't previously been on the CIO's radar. As a result, Yum now has a deep, objective understanding of the "As Is" state of IT across the globe, and can implement data-driven continuous improvement with confidence.

Foundation for IT Action Planning

The platform's AI Insights turned over 1,700 individual comments into clear, actionable insights that were easily accessed and digested by IT service owners, speeding up their ability to implement change. This data has formed the foundation for action plans to improve sentiment across each IT service.

The slicing and dicing of data by service, business function and location has enabled the team to understand the relative impact of services on different user groups, enabling targeted improvements.

Accelerated Business Impact

To accelerate impact, Voxxify uncovered quick wins; "low-hanging fruit" issues that could quickly be resolved. The data also quickly informed business cases for more strategic investments.

Industry Benchmarking within the platform also provides an external perspective, giving Cloudera additional context and confidence that they are keeping pace with a fast moving industry.

Culture of Open Communication

For Yum, a key benefit has been how structured, accurate feedback data has helped foster a culture of open communication across the IT organization. Voxxify's purpose-built AI ensures that the insights are objective and representative of end users' actual experiences, ensuring that both end users and IT leaders are on the same page.

The data has also helped unify the IT organization, with insights forming the basis for the team's annual planning session, achieving a shared understanding of what each IT service owner wants to achieve and why, and encouraging different teams to work together more closely.

Alignment of IT with Business Needs

By facilitating a 360 degree closed feedback loop, Voxxify is helping validate IT's ongoing alignment with business goals. Yum shared: "It's essential that we continue to align with what our users want. Voxxify is key - it's how we listen to our customers and ensure that we are meeting business needs."

Elyse Acker
Snr Manager IT Strategic Programs, Cloudera

"Voxxify provided clear, actionable insights, allowing us to move immediately from discovery to detailed action planning."

Olivia Keenaghan
Snr Director Enterprise Technology, Cloudera

"I was amazed at the speed and power of Voxxify's AI. Other solutions require weeks or months of analysis. We had insights in minutes!"

| **Reveal** | **Prioritize** | **Take action** | **Prove** |
| hidden employee experience gaps | IT improvements that will add most value | on the right experience improvements | IT's efforts improved employee experience |

THE TAKEAWAY

For Cloudera's new CIO Dohsung Yum, the message is clear:

Focus on Users: A proactive focus on user needs helps IT align more closely with business goals and deliver meaningful change.

Measure Early: Early sentiment measurement provides essential insights to accelerate impact with a baseline for continuous improvement.

Expertise Matters: Domain-specific sentiment tools deliver deeper, more actionable insights with the confidence of industry benchmarking.

"If I could change one thing, I would have worked with Voxxify even earlier. It has accelerated my impact and given me confidence that we're focusing on what matters most."

- Dohsung Yum, CIO Cloudera

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