voxxify®

Case Study

Fexco harnesses digital sentiment data to optimize IT and drive growth

"What I love about Voxxify is that it turns data into information. I don't need to sub-analyze it, I can immediately see what's going on and pinpoint what's driving satisfaction across all our locations."

- Neil Hosty, CEO Fexco

ABOUT FEXCO

Fexco is Ireland's most successful multinational financial services and business solutions provider. Founded in 1981, Fexco employs over 2,600 people in over 50 countries, reaching 500m customers and processing €34bn in transactions every year.

THE CHALLENGE

Data-driven IT investment to support growth

In 2021, Fexco set a goal to double the size of the business. To achieve this, Fexco's CEO Neil Hosty tasked his leadership with being more data-driven: *"We are challenging ourselves to follow a more rigorous, data-driven approach to planning and investment across the entire business"*.

For the IT function, this meant looking beyond traditional metrics such as incident, asset and telemetry data, and COO Karl Aherne identified a clear gap around end-user sentiment: *"IT was missing the 'Voice of the Internal Customer' - a regular, objective measure of whether the technology we deliver is truly meeting the changing needs of our end-users"*.

THE SOLUTION

Proactive measurement of Digital Employee Experience (DEX)

The lightbulb moment for Fexco was the realization that structured employee feedback about IT could give them a strategic advantage. IT Service Delivery Manager Brendan Buckley shares: *"we looked at a range of vendors, and no other solution gave such rich data, analyzed and presented in a way that was easy to consume and communicate."*

Fexco has been running the Voxxify survey annually since 2022, achieving consistent response rates of 45% and producing statistically significant insights and trends. Within minutes of a survey closing, management have access to AI-generated insights that are easily digestible right up to the CEO level: *"I can immediately see what's driving satisfaction across all our locations,"* Hosty shares.

Critically, Voxxify's analysis of the data pinpointed strategic priority areas and provided the foundation for Fexco's action planning. *"Voxxify validated areas of concern for IT and in some instances revealed issues that we weren't aware were having such an impact on our users,"* shares Aherne.

Fexco

Business Description
Ireland's most successful financial services and business solutions provider, processing over €34bn in transactions annually

Location
HQ: Kerry, Ireland
Global Offices:
EMEA, NA, LATAM, APAC

Headcount
2,600 employees

WATCH THE VIDEO
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Brendan Buckley
IT Service Delivery
Manager, Fexco

*"Just quite simply we would
not have had that insight …
we really only picked that up
from Voxxify."*

THE RESULTS

1. Crystal clear prioritization

Voxxify's powerful X-Grid, which balances sentiment with impact to understand key drivers of satisfaction, allowed Fexco to immediately identify the top 3 priority areas to focus on: Laptops, Meeting Room Technology, and the Wireless Network. *"The X-Grid clearly shows what's working well, what isn't, and what is having the greatest influence on overall satisfaction."* shared Buckey.

2. Unique industry benchmarks

A key metric for the C-suite is Voxxify's Benchmarking module, which allows customers to compare the sentiment around their IT services to the industry median. Hosty notes: *"Having industry benchmarks in the context of technology is crucial,"* and Savage adds: *"the benchmarking gives me confidence that we are investing at the right level".*

3. Better partnership with the business

Voxxify insights have enabled IT to articulate technology roadmaps more effectively with business leaders, and has led to important structural changes such as updated asset and budget lifecycle policies for the business. *"We're now having much more detailed, specific conversations, which is leading to quicker and better decisions,"* Aherne shared.

4. Confidence for finance and the CFO

Employee sentiment is now a key metric for the CFO in the annual budget cycle. Savage notes: *"Voxxify is a critical KPI for finance. Before we had this information, some projects could have been seen by the business as 'just another upgrade'. Now I have the confidence that it needs to be done."*

5. Stronger vendor management

Having reliable, in-depth data about vendor products has given Fexco a stronger bargaining position with vendors, ultimately securing a better service. Aherne notes: *"We are now able to have really detailed conversations with our provider, and because we've been specific they can come back with very detailed solutions to improve our service."*

6. Evidence for ISO 20000 Certification

As part of Fexco's bi-annual ISO audit process, Voxxify is now used to demonstrate their end-to-end approach to IT service delivery. Buckley shares: *"The last audit we had, the auditor was blown away by the level of insight we have within Voxxify and said that in their closing comments. They just had zero questions, it was quite remarkable."*

THE TAKEAWAY

Voxxify is the missing IT metric that unlocks business growth

With Voxxify, Fexco has delivered meaningful benefits to their people, processes and technology by gaining an objective and reliable KPI that is focussed on business outcomes. COO Aherne concludes: *"Thanks to Voxxify, we have established a new level of precision and control over our IT service delivery. This has been a game changer for us."*

Voxxify has been critical for Buckley in his role, helping him transform IT service delivery for Fexco: *"We had a lot of raw data at hand, but we were really missing that real world Digital Employee Experience metric. Voxxify bridged that gap and pulled it all together for us. It's really powerful."*

Voxxify's inclusive, data-driven approach to IT planning has enabled Fexco to optimize employee productivity and set up its business for continued growth. CEO Hosty says: ***"We're facing the challenge of adjusting to continuously changing ways of working, and Voxxify's experience data is helping put us on the front foot in terms of IT."***

Neil Hosty
CEO, Fexco

*"Working with Voxxify has
been key to us, helping
us align our IT strategy
with our ambitious
growth goals."*

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