



CUSTOMER STORY

Improving **company culture** and **performance** through AI



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We wanted to know what are our specific company values. Seeing it from a data perspective was really exciting. With Retorio we were able to improve our performance.

Mark Gray
VP of People & Business Operations at Airtame

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CUSTOMER: AIRTAME
CUSTOMER WEBSITE: WWW.AIRTAME.COM
HEADQUARTERS: COPENHAGUEN, DENMARK
GLOBAL OFFICES: 4
EMPLOYEES: 80
INDUSTRY: INTERNET

Pinpoint company culture

EXPLAINED BY DATA

Airtame is passionate about creating a cohesive, employee-first culture. Culture informs important outputs like productivity, employee and customer satisfaction. As an international company, **Airtame wanted to learn which team values were being upheld in their other offices.**

The technology company wanted to learn what culture they currently have and how they may shape it as the company continues to grow. **They wanted the approach to be data-driven, easy to implement, and adjusted results for cultural differences.**

To understand their overall corporate culture and their office-specific cultures, **Retorio evaluated the degree of specific character traits.** The results showed overlapping results between offices (*general values*) and overlapping results of the same office (*specific values*).

≈ AIRTAME

BUSINESS GAINS

- Shared culture set leads to higher identification and motivation.
- Increased transparency, efficiency and higher business value.
- Increased motivation, higher results and lower fluctuation-rate.

Nearly all employees answered Retorio's browser-based assessment. With operations in the US and Europe, **Airtame made sure a variety of different teams contributed to learning about company, office, and team dynamics.** From business development, product, to marketing, Airtame wanted to ensure a healthy representation of seniority and skills.

Retorio adjusted for the slight differences on where teams were located and customized it for departmental needs. A culture profile with standardised taxonomy, including the presentation of potential data gaps, was created.

IDENTIFY COMPANY'S UNIFYING VALUES

Airtame measures success in how well they treat their employees and how well employees align with each other. **Using Retorio, culture measurement began with adjusting climate versus culture.** This was reflected in how Airtame designed their employee questionnaire. They found that different regions had different perceptions of the culture. For example, their North American colleagues valued Team Orientation. They also found values differed between various departments.

ENGAGE AND INCREASE SALES PERFORMANCE

Retorio shares which common traits are found in high-performing sales teams. This helped Airtame in undergoing their internal analysis and incorporate those insights into training their sales teams.

UNDERSTANDING THE DNA OF AIRTAME'S "HIDDEN CHAMPIONS"

Airtame reiterated how an objective assessment eliminated bias of simply liking someone similar. Retorio helped Airtame understand their departments and teams at an individual perspective. **They learned of the values and traits that their best employee, or "hidden champions" possess.**

Retorio creates
an analysis of
global
company
culture

WITHIN MINUTES

Airtame now can focus on supporting both the strengths of its corporate and office-specific cultures.