

# Improving Company Culture and Performance at Airtame Through AI



## About Airtame:

Airtame creates a simpler, smarter and more engaging shared screen experience, offering subscription-based solutions for hybrid conferencing, screen sharing and digital signage.

## The Challenge

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.**

## 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

## The Strategy

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).

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.

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

