

**Deloitte.**



CultureCompassAI

Private and Confidential

# Deloitte's CultureCompass solution enables comprehensive listening to assess an organisation's culture...

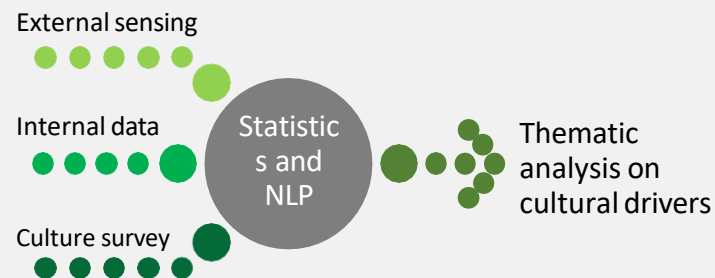
## Solution overview

Culture Compass **assesses employees' perceptions** by actively or passively hearing and understanding employees' experiences across key **cultural pillars and their core drivers**.

The solution uses **statistics and NLP (advanced analytics)** to perform **thematic analysis** to evaluate the perception and sentiment of employees towards the organisational culture.

This analysis is achieved by collecting data through:

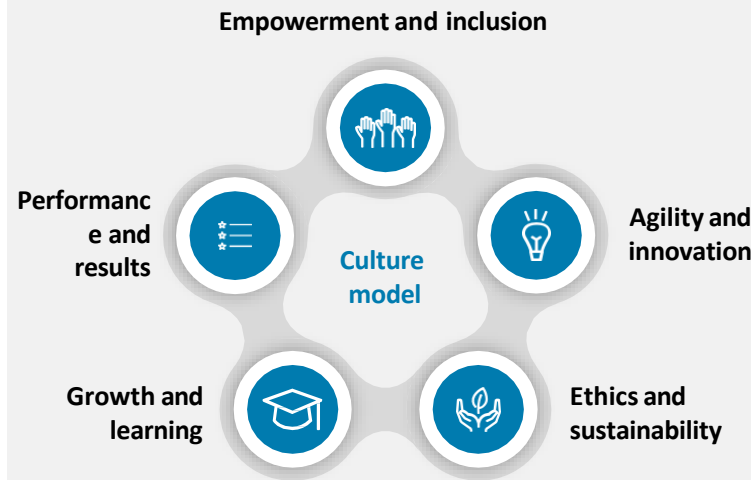
- 1. External sensing:** Employee reviews and feedback on public platforms such as Glassdoor
- 2. Internal data:** Pulse survey, exit interview data present with the organisation
- 3. Custom designed survey:** Direct employee feedback through a Deloitte survey



## Deloitte's framework

Deloitte's Culture Compass framework identifies **5 core cultural pillars** divided into **21 cultural drivers** to assess the current culture and **recommend interventions**. The **culture assessment framework includes:**

- 1. No-touch culture assessment:** Publicly available data is utilised to understand culture using advanced analytic techniques such as transformer models (encoder-decoder) and sentiment analysis.
- 2. High-touch culture assessment:** Analysis of previously conducted surveys and launch of personalised surveys for deep-dive assessment



## Outcome

**Exhaustive report and dashboard with:**

- Overall culture score** to quantify the performance of the organisation across five cultural pillars and performance across each of them.
- Best-in-class benchmarking** to enable comparative analysis across peer groups and identify areas of strengths and potential concerns
- Potential interventions and recommendations** to overcome identified challenges and help bridge the existing gaps

## Sample dashboard



...by leveraging AI-enabled techniques within an exhaustive framework to provide actionable insights and recommendations



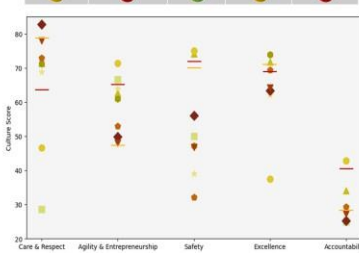
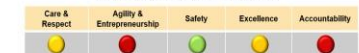
**Accelerated results, powered by our analytics platform, help you make decisions to improve the organisational culture and take you a step closer to achieving the desired state.**

# Illustrative outcomes

## External sensing

### Organisation Culture Overview: Competitors

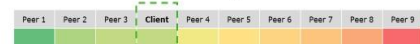
Client's internal assessment of Culture Shared Values compared to Competitors external assessment of Culture Shared Values



#### Key Insights

- Local companies have a more positive perception around **Agility & Entrepreneurship** and **Safety** Shared Values in comparison to global companies.
- Whereas Global companies have a more positive perception around **Care & Respect** and **Excellence** Shared Values in comparison to local companies.
- Accountability** generally has a lower performance when compared to other Shared values, wherein, local companies have a slightly better performance.
- Overall, **Peer A** has the best performance across shared values among the 8 companies with significantly higher scores for **Safety**, along with **Peer B** and **Client** on **Safety**.
- Peer C** has the top scores on the 2 culture shared values, **Excellence** and **Accountability**.
- Among the global **Metal & Mining** companies **Peer D** has the best performance with the highest score on **Care & Respect**.

### Culture & Customer Centricity Overview: Client



When Compared to other companies on overall Culture performance, Client is ranked at the 4<sup>th</sup> position

Analysing Client along the 5 Culture Pillars shows us that it has performed well compared to its peers in 2 out of 5 pillars



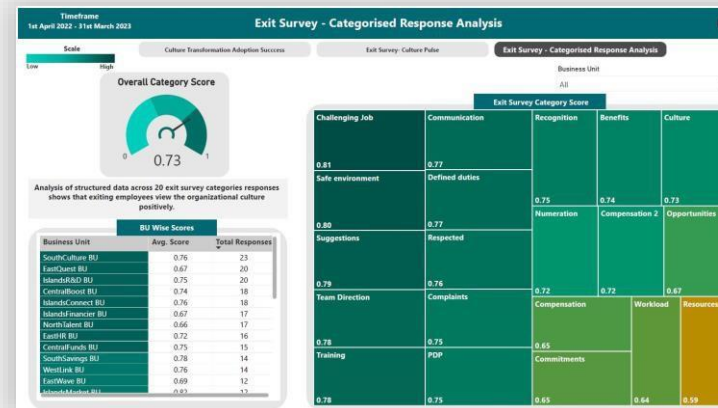
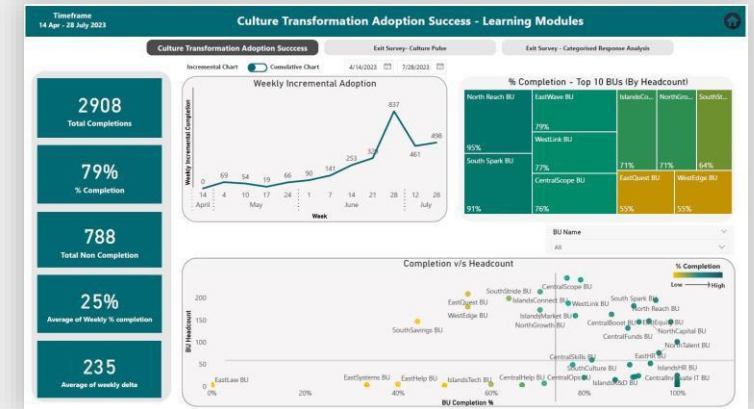
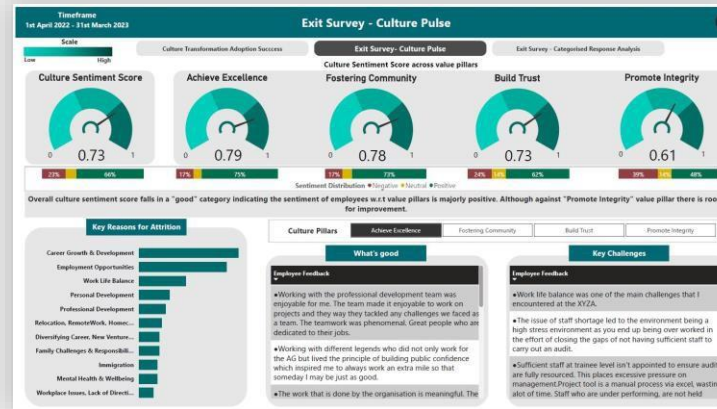
Here are a few verbatims highlighting what employees at Client feel about customer centricity...

Professionalism, high sense of customer service, organization here and regards to internal clients.  
 Best place to work with employee friendly policies, customer centricity.  
 Having excellent customer demands resulting in better services.  
 Full training and support, customer service training.  
 Getting recognition for right behavior and customer services.  
 Keep trying to push new operating systems that were available, and keep coaching while employees customer centricity.  
 Technology needs to be updated so that the speed of processing customer transactions can be improved.  
 In the process of helping customers, having a consistency approach for technology, employee and customer centricity.  
 In-house CRM system is ancient and in desperate need of updates. The in-house CRM system is very hard to use and maintain.  
 Excellent Customer Service Training.

Here are some of the key insights around customer centricity...

- Client is focused on its customers**, however, there are instances when they are **unable to meet customers needs & expectations**
- Training and support provided to employees** to deliver excellent customer service
- Incentives and recognition awarded to employees** and **leading to customer dissatisfaction**
- Outdated technology, processes and systems** are creating difficulties for employees and **leading to customer dissatisfaction**
- Some employees feel that **focus on customer service has reduced** and shifted to achieving targets, reducing costs etc.

## Internal listening





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