

9Lenses enables Moreover Technologies to significantly improve its strategic vision and enterprise performance

Moreover Technologies is a leading global provider of business intelligence products that aggregate global news and social media activity for enterprises.

Navigating uncharted waters

Moreover Technologies was a well-positioned player in the emerging market of business intelligence for news and social media. As interest in this market grew and competition intensified, Moreover was acquired. The acquisition led to a significant change of management as well as a host of related organizational challenges, such as managing US and UK-based teams.

After the acquisition, the CEO of Moreover observed a growing disconnect between the Company's U.S. and international offices and noticed that employee sentiment was becoming increasingly negative towards the new management team.

Recognizing 9Lenses' capability to rapidly capture powerful organizational insights, Moreover Technologies chose to run the Business 360 software application to assess its cultural and leadership challenges.

"When you've been a CEO as long as I have, you learn to capitalize on opportunities that will improve your business. I instantly recognized the value of 9Lenses and dove in."

~ Paul Farrell, CEO, Moreover Technologies

Moreover was shocked by its lagging performance on a number of organizational metrics, and was able to examine the key drivers of each issue while maintaining anonymity. Advanced segmentation put this



Challenges:

- Lack of communication between management and stakeholders
- Low employee morale and uninspiring culture
- Poor understanding of customer's needs

Results:

- Enhanced communication between management and stakeholders
- Vastly improved employee engagement
- Implemented clear product and go-to-market strategies
- Surpassed industry benchmarks on all targeted organizational metrics

insight instantly at the fingertips of HR and business unit leaders without having to sort through the horde of data.

Findings and path forward

From the 9Lenses dashboard, driven by the “crowd” of all stakeholders, the Company immediately recognized its three key challenges. First, the organization lacked communication in several areas - goals/objectives, management decisions, and overall strategy to name a few. This lack of understanding was leading to employee frustration and dwindling commitment. Second, employee morale was somewhat low, with “Elephants in the Room” as one of the top challenges. Third, the Company’s understanding of customer need or product/market fit was somewhat lacking.

Prompted by the findings, the CEO immediately launched a number of initiatives aimed at addressing the key challenges. To foster better communication, the management team was trained to carefully explain decisions across departmental lines and strategic updates were sent out to the entire organization. A number of initiatives were undertaken to boost employee morale. Finally, to improve product/market fit, Moreover developed and communicated a more cohesive product roadmap.

Business 360 revisited

A year later, Moreover’s CEO re-ran the 9Lenses Business 360 assessment to benchmark their

current performance against the initial data set and their industry. The results were astonishing.

“Perception is 100% of a reality to the person that says it. It could be totally false, but if a person believes that perception, you have to present new info.”

~Paul Farrell, CEO Moreover Technologies

Moreover had successfully improved its overall score in every focus area. In fact, the scores now surpassed all industry benchmarks.

The data-driven decision making enabled by the robust 9Lenses analytics dashboard significantly enhanced process, strategic vision, performance, communication, and engagement across Moreover’s business.

Moreover Technologies has continued to make great strides in capturing and capitalizing on its institutional knowledge and has now expanded its efforts to include customer insights, using 9Lenses software to capture valuable customer feedback on their products and services.

By systematically gathering and incorporating employee and customer insights on the 9Lenses platform, Moreover Technologies has taken their organizational performance to the next level.

About 9Lenses

We empower business leaders to rapidly uncover powerful organizational insights from their most critical resources—their employees and customers. These insights enable business leaders to drive enterprise value, engage employees, and make confident decisions on even the most challenging problems.

Whether you want to take your business to the next level or grow sales, 9Lenses can provide the focus your company needs. To learn more, visit: www.9lenses.com/9lenses-software or contact us: sales@9lenses.com.