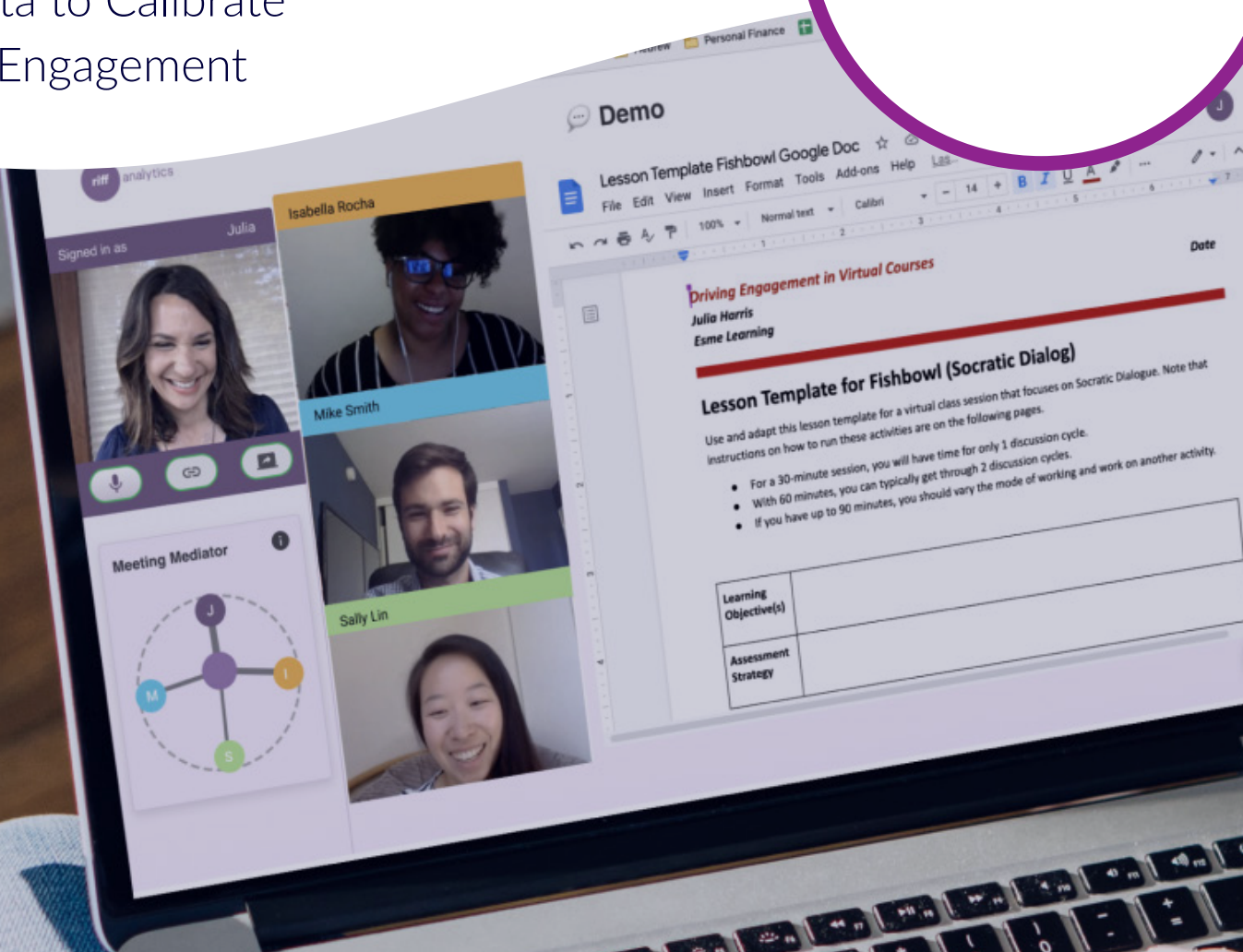# Strengthening Corporate Culture Through Feedback Loops

Using Data to Calibrate Meeting Engagement

riff

CASE STUDY

How Roche uses Riff Analytics to improve its feedback culture by leveraging data to improve team member engagement.

Executive Summary

Roche Global is the world's largest biotech company, offering pharmaceuticals and diagnostics in oncology, immunology, infectious diseases, ophthalmology and neuroscience. Roche sought to create an active feedback culture among its team members and stakeholders — a culture that embraces a more data-centric approach to understanding interaction through feedback loops, pattern recognition and behavioral nudges. By leveraging Riff Analytics, an AI-enabled feedback tool that provides data-centered insights to improve video calls, Roche was able to track meeting quality, encourage equitable meeting participation and provide constructive feedback to participants.

Challenges

The question that drove Roche:
How can we improve our interactions, both with stakeholders and with others on the team? Roche identified three challenges to solve by adopting a digital solution:

1. Facilitate development of an active feedback culture that promoted constructive and actionable insights based on quantitative data, not just qualitative measures

2. Help Roche leap to the forefront of digital transformation by utilizing cutting-edge technologies

3. Ensure the alignment of solutions with Roche's IT security policies

The Solution(s)

Roche arrived at its digital solution by adopting Riff Analytics, a video collaboration analytics platform that analyzes speech and nonverbal cues. Roche elected to pilot the platform in three different settings:

- Multi-stakeholder meetings

- One-on-one meetings with direct reports

- Small internal meetings

"We are at a stage where artificial intelligence can be applied to lots of different problems. Riff Analytics is helping us ensure we do more to track how we engage with each other as we build a more data-centric culture in our work."

– Dave Drodge, *Digital Lead*

The Results

Within one week, Roche was able to implement the Riff Analytics platform in alignment with internal IT security requirements. For the pilot, Roche leveraged the tool to gauge engagement and meeting quality, and to provide constructive feedback to team members post-meeting.

Key Findings

Real-Time Insights:
Riff's meeting mediator allowed team members to visualize their involvement in real-time

Post-Meeting Engagement Metrics:
Roche used Riff's data to determine that certain speakers were not as engaged in meetings as others.

Meeting Quality Tracking:
The core team rated Riff positively for providing data that helps track the quality of meeting facilitation.

Objective Feedback:
The Riff data gave rise to substantive conversations with direct reports about their over- or under-involvement in meetings.

Riff is a startup out of the MIT Media Lab. Our vision is to help high growth organizations adapt quickly to changing conditions through the development of new skills and sensibilities needed for the future workplace.

For more information visit riffanalytics.ai