BACK TO CUSTOMERS

tietoevuy

Tietoevry uses Hive to boost data-driven communications and enhance employee experience

The near future will see most corporate employees use video to perform almost every aspect of their work. Forward-thinking organizations are taking notice – and already making great strides towards harnessing data to stay ahead of the curve. One such organization is Tietoevry, a global technology company headquartered in Espoo, Finland.

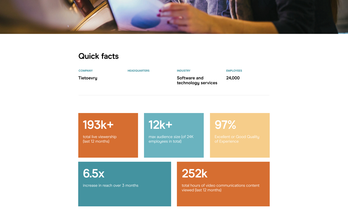
Using Hive Streaming to power their data-driven approach to communications, they are turning data insights into a strategic asset contributing to the ambition of building a world-class employee experience.

PRODUCTS USED

Hive Video Analytics

VIDEO COMMUNICATION PLATFORMS

Microsoft Teams
Microsoft Stream



Quick facts

COMPANY	HEADQUARTERS	INDUSTRY	EMPLOYEES
Tietoevry		Software and technology services	24,000

193k+ total live viewership (last 12 months)

12k+ max audience size (of 24k employees in total)

97% Excellent or Good Quality of Experience

6.5x increase in reach over 3 months

252k total hours of video communications content viewed (last 12 months)

How the Tietoevery Communications team implements their data-driven vision:

- Monitor the overall live event participant numbers and geographic reach
- Track the amount of time the audience stays active during each internal broadcast
- Identify viewer spikes/drop-offs throughout the event to help shape both meeting schedules and the agenda of future sessions
- Systematically gather and analyze data across key internal channels, such as the number of users and engagement levels
- Track the total number of viewers and the geographic reach of each live video event
- Ensure that the technical quality of each session has been high across all geographic areas
- Swiftly share on-demand (VOD) versions of live sessions
- Continuously explore opportunities to develop the core internal communications statistics to include further KPIs, for more meaningful insights

> "We strive to be as engaging and data-driven as possible both as an organization and in our communications. On the internal communications side, Hive Video Analytics has been one of the tools of our choice that has allowed us to keep a finger on the pulse of our audiences."
>
> JOANNA PELOSILA, HEAD OF CORPORATE COMMUNICATIONS, TIETOEVRY

Data is on the rise globally

We're generating more data faster than ever before. According to the International Data Corporation, this hike in data volumes will affect businesses significantly more than consumers. Over the coming few years, the enterprise datasphere will see 2x times the growth of its consumer counterpart.

This, in turn, puts a tremendous amount of pressure on enterprise companies to find ways of understanding, managing, and safeguarding this data.

Data-driven companies are 20+ times more likely to acquire new customers

According to McKinsey digital insights, companies stand to gain a great deal from making use of corporate data. One study discovered that data-driven businesses were:

- 20+ times more likely to acquire new customers
- 6 times more likely to keep customers
- 19 times as likely to be profitable

In the same vein, Forrester reports that data-driven companies are growing at an average of more than 30% annually.

At first glance, it may seem these numbers don't go unnoticed. One report by EY, for example, reveals that 85% of surveyed leaders support the idea that data should be at the heart of everything they do.

But even so, few are taking concrete steps to break down data silos, engage qualified analysts, and take action to avoid falling behind competition. For many, the questions of what it actually means to be data-driven and how exactly a data-driven culture might improve the status quo remain open.

So, what *does* it mean to be data-driven?

Truly data-driven companies understand that just as no organization could make it through the Internet Age without going digital, none will last very long through the era of Big Data without putting data at the core of their operations.

Being data-driven means applying data insights to every aspect of their business from identifying new opportunities and increasing profits to improving both customer and employee experience. This key is using hard numbers and an evidence-based approach to making business decisions, rather than relying on subjective opinion or guesswork alone.

The challenge

To achieve these objectives business leaders need to overcome the challenge of securing guidance of qualified technology experts and accessing advanced data analysis tools that can enable them to manage and apply valuable data insights in a smart, sustainable way.

For Tietoevry, Hive Streaming was part of the solution.

"We keep Hive Video Analytics in our toolbox because the amount of live video content we produce has been on the rise in the past few years," says Jonna Pelosila, Head of Corporate Communications at Tietoevry. "We strive to be as engaging and data-driven as possible both as an organization and in our communications. On the internal communications side, Hive Video Analytics has been one of the tools of our choice that has allowed us to keep a finger on the pulse of our audiences."

Tietoevry strives to increasingly utilize data in internal decisions and processes, appreciating solutions that allow to easily make sense of the insights and act swiftly.

"The instant nature of Hive's core Analytics product is very beneficial. After running an internal live event, we can immediately see how many viewers joined the broadcast and where in the world they are based," continues Jonna. "The UI also makes it easy to navigate and grasp the essential datapoints."

But accessing the data insights is only half the task. The key is understanding the story these insights tell – and here professional advisory is valuable.

> "The Hive team has been very helpful and proactive, including during the quarterly Business Review meetings, supporting us in realizing the full benefits of Hive Analytics."

Tietoevry uses Hive Video Analytics to implement their data-driven vision

Using Hive Analytics, the Tietoevry Communications team monitors the overall live event participant numbers and geographic reach, the amount of time the audience stays active during each internal broadcast and viewer spikes/drop-offs throughout the event. This helps to shape both meeting schedules and the agenda of future sessions.

Some other steps the team includes:

- Systematically gather and analyze data across key internal channels, such as the number of users and engagement levels
- Track the total number of viewers and the geographic reach of each live video event
- Ensure that the technical quality of each session has been high across all geographic areas
- Swiftly share on-demand (VOD) versions of live sessions
- Continuously explore opportunities to develop the core internal communications statistics to include further KPIs, for more meaningful insights

> "With Hive, we appreciate the ability to see the hard numbers swiftly after each event and validate the quality of the session across all geographic locations"
>
> JONNA PELOSILA, HEAD OF CORPORATE COMMUNICATIONS, TIETOEVRY

What Tietoevry has successfully managed to achieve with Hive as part of their data-driven strategy.

- Enhancing data-driven approach to corporate communications
- Better understanding of the full impact of internal messaging both instantly and over time
- Measuring employee engagement on a regular basis and gaining insights to build relevant improvement plans
- Fostering company values of openness, trust and diversity

"It has been extremely valuable to have data as our friend. We aim to bring together datapoints across relevant channels and have a systematic, meaningful approach in the ways we treat them, so that we can see unbiased development trends over time to back our decision-making instead of relying on gut feelings or subjective opinions," says Jonna.

> "I can recommend Hive to organizations who run strategic and/or high volumes of video-based communications and are interested in understanding their true impact to serve their audience in the best possible way."
>
> JONNA PELOSILA, HEAD OF CORPORATE COMMUNICATIONS, TIETOEVRY

What being data-driven means to Tietoevry

For Tietoevry, data-driven communications mean a commitment to continuous improvement. The Communications team works closely with colleagues from various departments, including HR, to identify important topics and initiatives. The team's goal is to create messaging that resonates deeply with the audience and creates long-lasting impact. The latter, they believe, can only be fully evaluated when measured over time.

Measuring value and impact within the field of communications has long been a challenging task. But, according to Jonna, embracing data and analytics has enabled the team to do so much more today than what was possible even a few years ago.

> The overall data-driven approach at Tietoevry Communications has brought with it a clear framework of focusing resources and actions. Furthermore, it has helped track the evolution of reputation capital, derive actionable insights, as well as ascertain and define the degree of impact to overall business growth and profitability.

What matters the most are people behind the numbers

Despite their commitment to hard data, the Communications team always keeps the human perspective at the heart of what they do. The internal video events they orchestrate are high-stakes, high-investment efforts, but they always serve a purpose to be meaningful to the people of Tietoevry.

Looking back on the past years, Jonna recalls a few internal live video events that especially, exemplify this mission, such as the October strategy launch and the annual global virtual "Summit" get together, with well over 10k colleagues present live worldwide. However, what she finds most meaningful are not the dry numbers, but the ways in which live video communications help build a sense of community, support and solidarity, with the people of Tietoevry across the world. "When the war broke out in Ukraine, all connections we have with our Ukrainian colleagues have felt especially meaningful. Personally, I will never forget the feelings gone through during this time," says Jonna.

A great place to work built on dialogue, openness, and trust

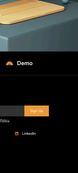
In many ways, Tietoevry is a people business first – especially so when it comes to their employees. In the spring of this year, they conducted a company-wide crowdsourcing survey to explore how their people felt about remote vs. in-office work. The results were used to define a hybrid working model that is rooted in the genuine preferences of their people.

"We feel it is highly important to promote dialogue and engagement. As part of our live video communications strategy, we typically host Q&A sessions that are driven by the audience's questions and comments," says Jonna. "Internal video communication is one vehicle for bringing to life openness, trust and diversity, the core values of Tietoevry, and we will continue to make the most of it going forward."

The best enterprise video experiences start with Hive

Get consulted with one of our product experts to begin your journey with Hive today.

Book a demo | Contact Sales



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