

Serasa Experian's Organizational Transformation with Quantive

INDUSTRY
Information Services

SOLUTION
Strategy execution

COMPANY SIZE
5,000 employees

VALUE LEVER
Transparency and alignment



The challenge

Looking to rapidly grow their already successful business, Serasa Experian needed an organizational transformation. They had the strategy and the right people for growth, but they were missing a single source of truth for their data to help them measure execution against their strategy.

The company was also struggling to drill down to key strategic goals in a transparent manner. They needed a better solution to transform the process and increase the speed at which they developed, adapted, and activated strategies across the enterprise.

The solution

In 2020, Serasa engaged Quantive to drive organizational change towards an outcome-focused organization. They utilized the simplicity of the Quantive Platform to align with leadership's vision and set 5 strategic goals and 30 key results.

One of the big selling points for Serasa was Quantive's ability to integrate with their complete data stack and provide one central place for all KPIs. Not only did this make reporting less manual and time-consuming, it also gave them better accuracy and they could now report instantaneously with little to no lift, which transformed their previous reporting framework. In addition, 47% of Serasa employees agreed meeting time was spent more efficiently and 49% said communication around reporting became clearer and more transparent.

Outcomes

After implementing Quantive to help with strategy management, Serasa saw monumental success and growth within the first two years of their transformation. Serasa attributed this to the improved alignment and focus Quantive facilitated across their organization.

- The ability to view objectives in the Quantive Platform improved results tracking and transparency across the organization by 67%
- 90% of teams own goals
- The Enterprise Credit Score Team has a 93/100 engagement score — one of the highest scores by a company using Quantive
- Streamlined onboarding and reduced ramp time for new hires by using Quantive's Platform
- Bug SLAs cut in half from 3 to 1.5 months because of the collaborative opportunities provided in Quantive



OKRs for us are a means of transforming mindsets, not only a method to better execute strategy.

Flavio Balestrin
Vice President of HR, Serasa Experian