

# Empathetic Change Management:

## How one company is on pace to save thousands of hours this year through AI automation



### The Company

C Space is a global customer agency that helps companies focus on what really matters to customers and what most effectively drives business growth.

### The Challenge

C Space was using a system of hand coding to analyze their unstructured text. It was slow and tedious, and they needed a way to more **efficiently** understand all their qualitative data and open-ended text analysis. They wanted to empower their team to spend more time uncovering deeper insights for their clients and less time manually coding data.

### The Solution

C Space turned to technology to solve their efficiency deficit. They knew the technology needed to be easy to use to encourage adoption across their organization, they also knew it needed to provide time savings through automation to solve for the efficiency problem. However, what they learned after discovering Canvs was that there were many other valuable benefits they hadn't even considered. With Canvs they could cut data by closed ended responses, export clean data visualizations, provide topic identification and provide emotion analysis and product insights, new layers of analysis previously undiscovered.

### The Empathy Method

Knowing that 73% of enterprises fail to provide any business value whatsoever from their digital transformation efforts, C Space developed a very intentional 4-step empathy approach they hoped would encourage adoption of Canvs across their organization.

1. **Control the rollout** - with testing and training, peer advocacy, and a clear timeline of usage and expectations
2. **Allow for skepticism** - understand users might question or doubt, encourage discussion to resolve concern
3. **Eliminate barriers** - don't limit the options, encourage testing different use cases
4. **Have patience** - encourage natural hand raisers and provide continuous training and education during discovery

### The Results:

Utilizing The Empathy Method, C Space was able to grow adoption from 17 users in month one to **146 users** across the organization by month four, with **55%** of those being regular users with multiple logins.

The team has also analyzed **89 projects** in Canvs since implementation with 61 of those coming in month four, and further adoption expected.

Implementing Canvs has resulted in an estimated:

**267** Hours Saved

**28%** Margin Improvement

The value of Canvs has been so strong, it's now required across the organization whenever open-ended text exists in a project. C Space continues to encourage new use cases to add efficiency and expose new insights. Canvs analysis improves with each project, utilizing machine learning and AI to further increase ROI.

Learn more about Canvs at [canvs.ai](https://canvs.ai), and more about C Space at [cspace.com](https://cspace.com).