



**CXBERRIES**

TRANSFORMING ORGANIZATIONS . CO-CREATING VALUE.

# SUCCESS STORY



## RESTRUCTURING A HIGH-GROWTH GLOBAL TECH STARTUP

*UNLOCKING SCALABILITY, ALIGNMENT, AND EMPLOYEE  
EXPERIENCE FOR SUSTAINED GROWTH*

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# RESTRUCTURING A HIGH-GROWTH GLOBAL TECH STARTUP

Industry: Technology

## At a glance

*A rapidly growing tech start-up faced scale and delivery challenges due to a founder-driven structure. CXBERRIES restructured the organization, aligning talent, performance, and employee experience to support global expansion and business growth.*

## Business Outcomes

### 1. SCALABILITY & STRUCTURE

**100% role accountability** achieved; Regional GTM and Delivery structures activated

### 2. GOAL CLARITY & OWNERSHIP

**All employees** assigned measurable KRAs and KPIs, leadership visibility into execution

### 3. EMPLOYEE MORALE

**45% increase in Employee Satisfaction (ESAT)** within 6 months

### 4. SKILL GROWTH & RETENTION

Internal mobility doubled; **~50% reduction in regrettable attrition**

### 5. SERVICE DELIVERY

**35% improvement** in delivery **timeliness and quality (CSAT up by 30%)**

### 6. Innovation Culture

**3x increase in peer-submitted innovations**; 5+ whitepapers published

## BUSINESS CHALLENGES

Despite rapid growth, the startup struggled with structural inefficiencies, unclear accountability, and low employee engagement—hindering its ability to scale operations and deliver consistent customer value.



### Founder-Centric Org

Overcentralized decisions; siloed execution; unclear authority boundaries



### Scalability Issues

No scalable structure to manage multi-market growth or customer complexity



### Disjointed KRAs

Lack of alignment between business objectives, business unit and individual performance



### Employee Disengagement

Low morale, unclear growth path, and inconsistent reward mechanisms



### Talent Flight Risk

Skill misalignment and lack of recognition contributed to attrition



### Customer Dissatisfaction

Service quality and delivery timelines were being impacted by internal churn

## CUSTOMER'S OBJECTIVES

- Establish scalable, global-ready org structure
- Drive alignment of roles with strategic business goals
- Improve employee satisfaction and retention
- Enable transparent career progression mechanism
- Strengthen delivery commitment and enhance



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## CUSTOMER REQUIREMENTS

To support its global ambitions and overcome internal inefficiencies, the customer outlined following key priorities:

1

### Scalable Organizational Structure

*Needed a future-ready, regionally empowered structure to support global expansion and operational agility.*

2

### Aligned Performance Metrics

*Required clear, measurable KRAs and KPIs to link individual roles with business goals and accountability.*

3

### Improved Employee Experience

*Sought to boost productivity, retention and morale through recognition, growth visibility, and engagement programs.*

4

### Delivery Excellence & Customer Satisfaction

*Aimed to stabilize delivery and enhance CX by resolving internal bottlenecks and improving workforce alignment.*

## TRANSFORMATION APPROACH

CXBERRIES adopted a structured, multi-pronged approach to address the requirements, ensuring that the customer organization was equipped to scale efficiently and deliver with consistency.



### ORGANIZATION RESTRUCTURING FOR SCALE

- Created a **future-ready, CX-centric, functional matrix** with regionally empowered sales heads, practice and CoE leaders, and clear operational, people, and customer success roles
- Shifted from an ad-hoc setup to **role accountability, performance governance, and cross-functional alignment**



### KRA/KPI REALIGNMENT

- Conducted stakeholder workshops to define **function-wise KRAs tied to annual objectives**
- Enabled **measurable, data-driven KPIs** across all roles – sales, delivery, HR, IT, marketing, and operations (with focus on customer success and operational excellence)
- Provided managers a **dashboard-based review** mechanism for **performance tracking**



### REWARDS & RECOGNITION (R&R) FRAMEWORK

- Introduced a tiered program - **monthly, quarterly, and annual awards** to encourage high performance and cultural alignment
- Linked recognition to **impact data, innovation value, and peer/customer appreciation**
- Empowered managers to nominate with data; **HR-led governance panel** ensured fairness and transparency





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## TALENT MAPPING VIA SKILL MATRIX

- Designed and deployed a **role-based skill matrix** to evaluate current capabilities and identify growth gaps
- Mapped employee aspirations to organizational opportunities – enabling **targeted learning and internal career progression**



## EMPLOYEE EXPERIENCE (EX) STRATEGY

- Created an EX-improvement roadmap including **career path, recognition, wellness, onboarding experience, and benefits**
- Drove **cultural alignment** through storytelling, engagement campaigns, and periodic feedback loops

## CRITICAL SUCCESS FACTORS



- **CXO Alignment:** Engaged early and ensured founder buy-in for the shift to empowered functional leadership
- **People-First Lens:** Every process was co-designed with an eye on employee experience and cultural resonance
- **KPI-Driven Governance:** Built feedback loops and performance dashboards for transparency and course correction
- **Scalable Templates:** All outputs, like structure, KRAs, skill matrix and R&R, were templated for easy replication in new regions.

## CONCLUSION



*Through its structured and strategic intervention, CXBERRIES enabled the transformation of a constrained startup into a globally scalable, performance-oriented, and employee-centric organization. By implementing a robust organizational framework, clearly defined KRAs, an effective rewards program, and career-aligned skill development, the company is now well-positioned to pursue sustainable growth while maintaining high standards of delivery and employee engagement.*

*LET'S' TRANSFORM TOGETHER*



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