

**CASE STUDY**

# From Crisis to Comeback: How “DevStream” Reversed a Retention Crisis in 6 Months

## Company Profile

<b>Company:</b>	“DevStream Technologies”
<b>Industry:</b>	B2B SaaS (DevOps automation)
<b>Size:</b>	147 employees
<b>Managers:</b>	11 engineering and product managers
<b>Challenge:</b>	Escalating 23% turnover threatening delivery

## Transformation Results

Metric	Before	After	Improvement
<b>Annual Turnover</b>	23%	8%	↓ 65%
<b>Manager Satisfaction</b>	5.1/10	8.4/10	↑ 65%
<b>Product Velocity</b>	Baseline	+28%	+28%
<b>Annual Savings</b>	—	\$3.8M	\$3.8M
<b>Platform ROI</b>	—	1,247%	1,247%

## The Breaking Point

DevStream Technologies was bleeding talent. By January 2025, the 4-year-old company had lost 34 employees in 12 months, a 23% annual turnover rate that was costing approximately \$5.1M in replacement costs and lost productivity.

The warning signs had been obvious for months. Sprint planning meetings felt hollow. Daily standups became exercises in damage control rather than progress updates. Two senior engineers had left within a week of each other, taking deep product knowledge with them.

*"That was the moment I knew we couldn't keep putting band-aids on this. We were losing people faster than we could hire them, and the team members who stayed were starting to check out mentally."*

— Sarah Chen, VP of Engineering



The company had tried the standard fixes. They'd bumped salaries by 8%, added unlimited PTO, and brought in pizza on Fridays. Nothing moved the needle. Exit interviews revealed a consistent theme: people didn't feel connected to their work or their managers. They couldn't see how their daily contributions mattered.

## The Clover ERA Implementation

In February 2025, DevStream's leadership team decided they needed a different approach. They implemented Clover ERA for all 11 managers, each overseeing teams of 8-15 people. The platform's daily 30-second reflection system seemed almost too simple at first. Team members answered brief questions about their work experience each day, focusing on the six CLOVER framework areas: Communication, Learning, Opportunities, Vulnerability, Enablement, and Reflection.

*"I thought, 'Great, another survey tool.' But what I got was different. Within a week, I could see patterns I'd completely missed."*

— Marcus Rivera, Engineering Manager

The manager dashboards provided daily insights instead of quarterly survey data. When three team members flagged Communication issues on the same day, Marcus knew something specific had happened. It turned out a major architectural decision had been made without including the team. He addressed it in the next standup, and the frustration scores dropped the following day.

What made the difference was the specificity. Instead of vague engagement scores, managers saw exactly which CLOVER areas needed attention for each team member. The platform's neuroscience-backed approach connected daily work experiences to brain chemistry impacts, helping managers understand why certain interventions worked.

## Six Months of Transformation: The Results

By August 2025, DevStream's numbers told a different story:

### Turnover Metrics:

- Annual turnover rate dropped from 23% to 8%
- Only 6 voluntary departures in the second half of 2025 (compared to 18 in the first half)
- Zero manager departures after implementation
- Average tenure of new hires increased from 11 months to 18+ months (projected)

### Team Health Indicators:

- Daily reflection participation averaged 87% across all teams
- Communication scores improved 34% in the first 90 days
- Learning and development engagement increased 41%
- "Opportunity for growth" ratings jumped from 3.2/10 to 7.8/10

### Business Impact:

- Product velocity increased 28% (story points completed per sprint)
- Customer-reported bugs decreased 19%
- Time-to-hire reduced from 47 days to 31 days (reduced urgency pressure)
- Engineering team satisfaction with management increased from 5.1/10 to 8.4/10



## Financial Results:

- Estimated annual savings of \$3.8M in turnover costs
- ROI of 1,247% (platform cost vs. turnover savings)
- Platform investment: \$32,450 annually (\$295/month × 11 managers)

## What Changed: Manager Perspectives

The transformation wasn't magic. It came from giving managers actionable data and the time to act on it.

*"Before Clover ERA, I was basically guessing. Someone would seem off, and I'd ask if everything was okay. They'd say 'fine,' and I'd move on. Now I can see when multiple people flag Enablement issues, which usually means they don't have the tools or authority they need. That's a conversation I can have proactively."*

— Jennifer Park, Product Manager

Park shares a specific example. Her dashboard showed consistent Learning scores declining for four team members in June. Rather than wait for quarterly reviews, she met with each person within 48 hours. All four felt stuck working on legacy code with no path to learn new technologies. She restructured sprint assignments to rotate people through different parts of the codebase and secured budget for conference attendance. Three weeks later, their Learning scores had rebounded, and all four are still with the company.

*"The daily reflections take my team about 20 seconds each. That's 2-3 minutes a week per person. In return, I get insights that used to take months to surface through one-on-ones and retrospectives."*

— Marcus Rivera, Engineering Manager

He points to the brain chemistry education as a turning point in his management approach. "Understanding that lack of progress triggers cortisol and kills engagement, that helped me restructure how we set goals. We broke our six-month initiatives into two-week milestones, and suddenly people could feel momentum again. The dopamine response from those small wins was visible in the data."

## The System That Stuck

What made the difference at DevStream wasn't a single intervention. It was the system that Clover ERA created for continuous feedback and response.

*"Annual engagement surveys told us we had problems, but by the time we got the data, the damage was done. Daily insights let us course-correct in real time. When we saw Communication scores drop across Engineering after a confusing leadership memo, we addressed it in an all-hands meeting the next day rather than six months later."*

— Sarah Chen, VP of Engineering

The Vulnerability component of the framework surprised everyone. Managers initially worried that asking people to reflect on psychological safety and trust would feel invasive. Instead, it opened conversations that needed to happen.



One senior developer had been quietly job searching because he felt his manager didn't trust him to make technical decisions. The Vulnerability scores surfaced this before he'd even updated his LinkedIn profile. His manager, seeing the data, realized he'd been over-involved in code reviews after a production incident months earlier. They discussed it openly, adjusted their working relationship, and the developer is now leading a major architectural initiative.

## Lessons for Other Growing Companies

DevStream's turnaround offers several insights for companies facing similar retention challenges:

**Start with managers, not HR mandates.** The platform succeeded because it gave individual managers their own tools and data, not because HR imposed another company-wide program. Each manager could see their team's specific issues and address them independently.

**Daily data beats annual surveys.** By the time you process quarterly survey results, the situation has usually evolved or deteriorated. Real-time insights allow real-time responses.

**Brain chemistry matters more than perks.** DevStream stopped adding benefits and started addressing the neuroscience of engagement: clear progress (dopamine), meaningful connections (oxytocin), autonomy (serotonin), and manageable stress (controlled cortisol).

**Make reflection frictionless.** The 30-second daily commitment worked because it respected people's time. Longer surveys had always faced resistance, but this felt like a quick check-in rather than homework.

**Empower managers to act immediately.** The dashboard insights were only valuable because managers had the authority to make changes without lengthy approval processes. When a team flagged Enablement issues about outdated development tools, their manager could requisition new equipment within days, not quarters.

## Where They Are Now

Nine months after implementation, DevStream's retention has stabilized. More importantly, the culture has shifted.

"People talk differently now," observes Marcus Rivera. "In standups, team members mention what they reflected on that morning. It's become part of how we communicate about work satisfaction, not something separate from the work itself."

The company is hiring again, but this time from a position of strength rather than desperation. Job candidates ask about the management tools and development opportunities, signals that word has spread about the internal changes.

*"We spent years trying to fix engagement with policies and perks. What actually worked was giving managers data about their teams every day and trusting them to respond. The platform didn't solve our problems. It showed us exactly where the problems were, which turned out to be the missing piece."*

— Sarah Chen, VP of Engineering

## Final Impact Summary



Investment	Results	ROI
\$32,450/year	\$3.8M saved	1,247%
11 managers	23% → 8% turnover	65% reduction
30 seconds/day	87% participation	Sustained

## About Clover ERA

Clover ERA empowers managers with daily team insights based on the neuroscience-backed CLOVER framework (Communication, Learning, Opportunities, Vulnerability, Enablement, Reflection). The platform replaces annual engagement surveys with 30-second daily reflections, providing managers with real-time data to prevent burnout and reduce turnover.

### Contact Information

<b>Learn More:</b>	<a href="http://cloverera.com">cloverera.com</a>
<b>Schedule Demo:</b>	<a href="https://calendly.com/clive-hays-cloverera/30min">calendly.com/clive-hays-cloverera/30min</a>
<b>Contact:</b>	<a href="mailto:contact@cloverera.com">contact@cloverera.com</a>