



When People & Tech Conflict

Overcoming Staff Resistance to Technology





Case 2: *Overcoming Resistance to Technology*

Managing New Tech Challenges

Case Background

NexaBridge Lending is a [redacted] financial services company [redacted] operating across Southeast Asia. Founded six years ago by Sara Chen, David Lim, and Keiko Tanaka, its mission is clear:

NexaBridge now operates six branches and manages \$220 million in assets. Its model is built on [redacted] NPS scores stayed consistently above 75

The founders' five-year plan targets 18 branches with [redacted] assets and loan volumes. They are on schedule - but [redacted].





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Key Terms

- *morale*
- *engagement*
- *implement*
- *disruptive*
- *Fintech*
- *absenteeism*
- *systematically*
- *non-traditional*

THE CORE CASE QUESTION TO CONSIDER:

What should Sara Chen recommend to the board [redacted] ?

Consider these questions:

Is the core problem a technology problem, [redacted], or [redacted] ?

Are these the same problem or [redacted] ?





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The Situation Part 1

- Eighteen months ago, NexaBridge began developing an AI-powered integrated IT system designed to automate . The goal: reduce , speed up , and generate across all branches.
- The project ran behind schedule But
- The problem is what happened during the pilot.
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NEXT: what is the current project rollout position for ?



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The Situation Part 2

- **David Lim (CFO):** [Redacted]
- **Keiko Tanaka (CPO):** [Redacted]
- **Marcus Webb (CTO):** [Redacted]
- **There is a fourth voice**
- **Priya Nair, NexaBridge's most experienced client relationship manager** [Redacted]





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Key Case Figures & Case Discussion

Metrics & Data

Current branches:

Total assets under management:

5-year growth target:

Project Clarity development overrun:

Staff absences (year-on-year change):

Net Promoter Score (NPS) - 4 years ago:

Net Promoter Score (NPS) - today:

Customer complaints about staff attitude:

Senior staff who resigned during pilot:

You are CEO Sara Chen: what will you recommend to the board [redacted] ? (refer

to the two case considerations):

[redacted]

