UNLEASHING PEOPLE ANALYTICS IN HR

In the modern era of data-driven decision-making, HR professionals are embracing innovative tools and technologies such as People Analytics. But what exactly is People Analytics? For HR, People Analytics is the practice of collecting and analyzing employee (or applicant) data to understand, improve and predict business outcomes.

Technology solutions enable us to extract knowledge from data collected across the organization. Using machine learning, patterns and trends that profoundly impact employee performance, engagement, and overall organizational success are uncovered.

Moreover, data analysis through predictive modeling can help anticipate future trends, allowing organizations to proactively mitigate risk and capitalize on new opportunities.

In short, adopting People Analytics is helping HR evolve from a support role to a strategic role, equipped with accurate reporting and forecasting capabilities to make data-driven decisions for the organization.

It is a revolutionary breakthrough that unlocks a multitude of benefits, including:
- Improving employee retention and reducing turnover
- Identifying candidates that will be successful in a particular role
- Boosting employee performance and engagement
- And so much more!
Li is the HR manager of a large tech company. Her role involves analyzing employee performance to address potential skill gaps within her company. This requires a profound understanding of each employee’s capabilities and potential, which is no easy task.

Given the large number of employees, there is an enormous amount of data to analyze, coming from different sources such as employee surveys, performance reviews, certifications, and training programs. It is also very hard to identify potential skill gaps in the ever-evolving IT services market.

Li presents this issue to company executives and convinces them of the importance of implementing a new People Analytics tool, to empower her company with the ability to make accurate, data-driven decisions.

The company acquires an AI-powered software that leverages People Analytics to effectively gather and analyze past and current employee data.
Li connects the software with other systems measuring various Key Performance Indicators, such as on-time project delivery, customer satisfaction, and employee retention rate.

She instructs the software to analyze this information along with her company's data.

The goal is to anticipate industry shifts, identify potential skill gaps, and determine employees who can fill those gaps successfully.

The software utilizes predictive analytics and machine learning techniques to identify patterns and accurately predict future employee performance.

This approach empowers Li to make data-driven recommendations back to leadership regarding employee placement, promotion, or task transfer, effectively addressing skill gaps within the organization.
Jamal, an HR staff member at a call center, uses an AI-powered People Analytics app to identify the causes of a high turnover rate.

He inputs various data, including employee surveys, performance metrics, exit interviews, and skill sets.

Through data analysis, the application reveals recurring patterns among dissatisfied employees.

The software uncovers that certain employees bear excessive workloads due to inadequate training of their colleagues in some tasks.

It also identifies the employees that require training as well as the employees' strengths that could be more effectively utilized.

To address this issue, Jamal conducts focused training sessions and reallocates employees to roles that better match their abilities.

Consequently, the workload becomes more evenly distributed.

This leads to lower turnover rates and improved employee performance and retention.

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