HR ANALYTICS:

Key factors for meeting business expectations

NAVIGO

SETTING THE CONTEXT

This whitepaper focuses on key findings regarding HR analytics and planning in the **25th Annual HR Systems Survey**. If you'd like a quick overview of this report, watch our webinar, **Refine & refresh your HR technology roadmap**.

HR ANALYTICS AND PLANNING ⌄

The HR analytics and planning space is becoming more complicated and with many solutions at play the market is also becoming very crowded. Yet of all the categories in the 25th Annual HR Systems Survey, this category, HR analytics and planning, rated the lowest in terms of satisfaction. So, let's dig deeper to find out why.

GREATEST GAPS ⌄

Only 50% of organisations feel their primary analytics and planning application "meets their business need most of the time" and just 11% feel it "meets all of their needs". So why is confidence so low in these applications? Here are the top 3 reasons -

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Visualisation   **Data Cleansing**   **Reporting**

TOP FACTORS: HIGH UX RATINGS ⌄

When considering your investment in tools to support your HR analytics and planning, the following insights from the 25th HR Annual HR Systems Survey should be top of mind:

Ease of use   **Strong reporting**   **Accessible external data**   **Global capabilities**

A MODEL FOR SUCCESSFUL END USER EXPERIENCE

What can be done to lift the overall satisfaction with HR analytics and planning solutions so as to find the best fit for the organisation? The research supports that a more integrated approach is required. A practical model for integrating technology and the end-user experience is illustrated below:

Information

Access

Technology

Scalability
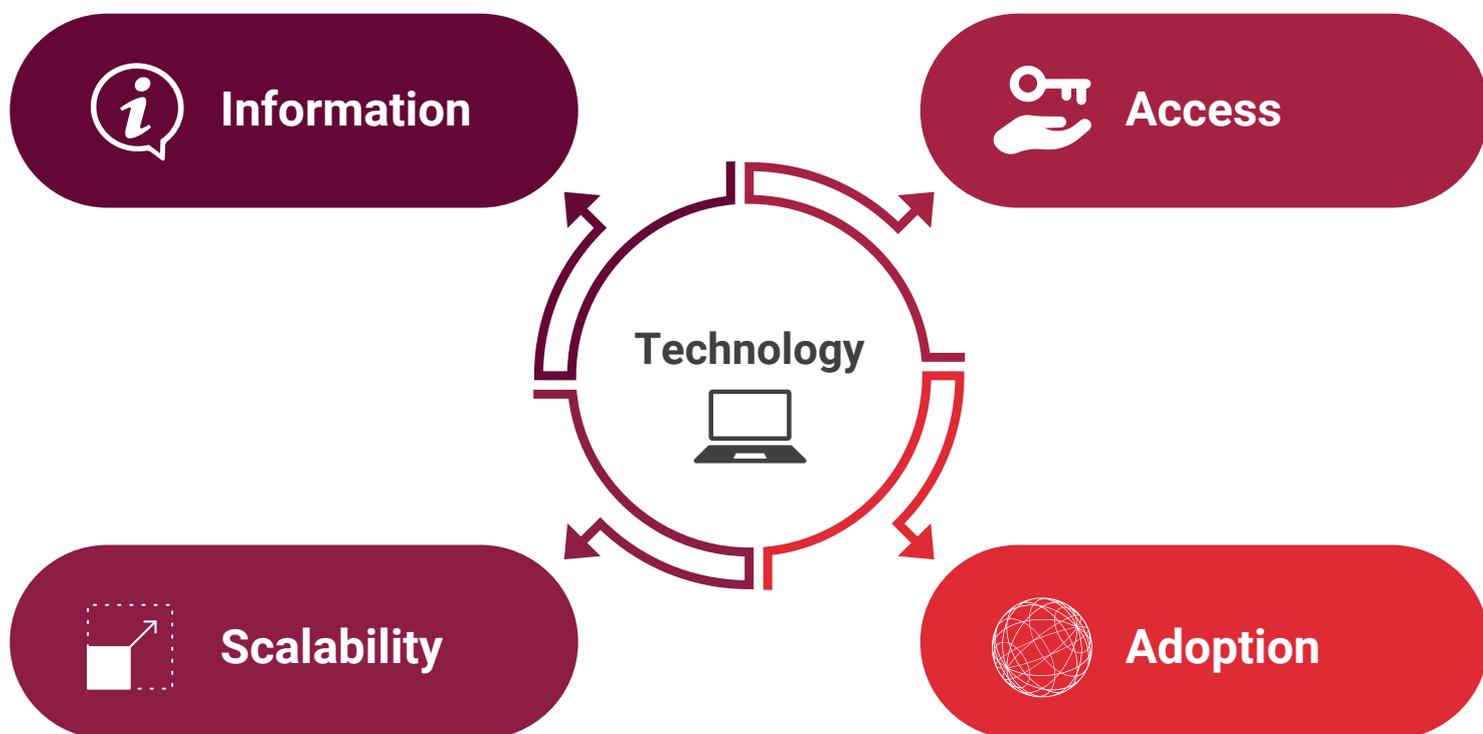
Adoption

The model's emphasis is on thinking about each component of the model (technology, information, scalability, access and adoption) from the point of view of the end user so as to streamline their experience and expectations. By asking key questions for each component of the model from the end-user perspective, we've found organisations can become more aware of their choices and how these affect the end-user experience. With this understanding organisations can then move on to addressing quick-wins, modernising legacy analysis and providing an outcome-driven design to HR analytics and planning with the solution doing the heavy lifting with respect to streamlining and simplification of service and reporting delivery.

Key questions to address from the end-user perspective:

- **Technology:** what is the added value of the technology for the end user?
- **Information:** what do end users want to know and why?
- **Access:** what safe and secure access do end-users expect?
- **Scalability:** what scale is needed to support end-users?
- **Adoption:** what evolving expectations must we fulfill?

Let's examine each component in turn with a focus both on what the end-user expects and needs.

💻 TECHNOLOGY ⌄

Most users expect that their main device is their 'command centre' - they can be in control, can access what they need, can self-serve on demand and that there is not a steep learning curve with each new feature or release. Hence, solutions need to be information rich, flexible and easily accessed with single sign-on (SSO) for a seamless experience.

Whilst embedded or integrated solutions do require more set up and support, they do this in order to offer:

- **Enhanced user experience** - greater interpretations of the data and more self-service features
- **Ease of blending of data sources** – greater capacity for bringing the fullest picture of the data together, including data cleansing (so the data can be trusted in the eyes of the user)
- **Less reliance on specialised skill sets** - the solution enabling the analysis (through configuration and calculations) rather than relying on data analysts.

ⓘ INFORMATION ⌄

User expectations span not just the visuals and reporting but also inbuilt monitoring features to give the fullest service possible. The solution needs to be able to transform raw data into valuable information. The key aspects that we've found most organisations look for in the information component are:

- essential workforce characteristics
- monitoring to assist workforce management
- a full information service

1. Essential workforce characteristics
- ☑ Organisation structure
  - ☑ Demographics
  - ☑ Staffing levels, general turnover and anticipated retirements
  - ☑ Internal candidate pools and recruitment programs
  - ☑ Competency requirements
  - ☑ Performance
  - ☑ Locational characteristics
  - ☑ Compensation
  - ☑ Satisfaction and engagement
  - ☑ Tools and resources

2. Monitoring
- ☑ Turnover
- ☑ Recruitment
- ☑ Retirement
- ☑ Deployment and training
- ☑ Performance
- ☑ Succession
- ☑ Engagement

3. A full information service
- ☑ **Data:** Integrated data from combined sources to provide deeper information
- ☑ **Metrics:** Current values and targets
- ☑ **All-in-One:** Visuals, analyses and reports together as an 'all-in-one'
- ☑ **Trending:** Historical and predictive
- ☑ **Benchmarks:** Internal and external
- ☑ **Refresh:** Real time data refresh from source data sets
- ☑ **Time-bounded**: Comparisons by which transitions from current to future state are to be achieved

> **The 25th Annual HR Systems Survey research showed that currently the average organisation is using 2.6 different HR analytics and planning solutions to meet all of their needs – increasing both cost and complexity of effort.**

ACCESS

Focus areas for enhanced user experience include:

ACCESS PRIVILEGES

Role-based data access privileges as the foundation, coupled with attribute-based data access privileges.

FLEXIBILITY

Flexibility to meet evolving and more complex obligations as they arise.

SIMPLICITY

Simplicity to remove the burden on the analytics or IT teams to pre-determine and create data privileges for each new data access request or use case.

DATA SHARING

A priority to be placed on data sharing and this may involve reframing the organisation's policies for sharing data both internally and externally to be better positioned to leverage data for business outcomes.

SCALABILITY ⌄

If only a few people with specific technical or data skills (analytical literacy) can understand and analyse information, it will end up taking more time, effort, and money in the long run. Moreover, if the ability to understand and analyse is mainly dependent on a small group of specialists, organisations may face delays and problems if those specialists are not available.

So, how to avoid these bottlenecks to scalability and meet user expectations?

Seek out the solution that:
- Enables users to easily visualise their workforce information without extra complexity of requiring specialised skills or interpretations
- Evolves and continues to have relevance to wider audiences as needs change
- Meets these changing priorities without wholesale changes necessary in the solution
- Grows and evolve its reach and relevance with business needs.

ADOPTION ⌄

The 25th Annual HR Systems Survey calls out two common user adoption pain points:
- Knowing what the solution can do
- Receiving the required training.

The message is clear, users want to dive in and be able to use the solution (unaided) and expect that it is clear to them the value it can add.

In our experience the following are essential best practices for **sustained** user adoption:
- **Review:** Cull / retire any reports / dashboards that are not used effectively
- **Ease of Use:** Provide guided analyses for complex visuals or metrics or reports on screen so that there is no steep learning curve
- **Roadmap:** Develop a roadmap of use cases that are important to the business
- **Continuous Releases:** Enable continuous releases tailored to key groups to keep the solution relevant to the business.

Learn more about how to overcome your analytics and planning challenges using a best fit solution for your organisation:

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🌐 Book a free demo

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