

People analytics

Unlocking the power
of your workforce



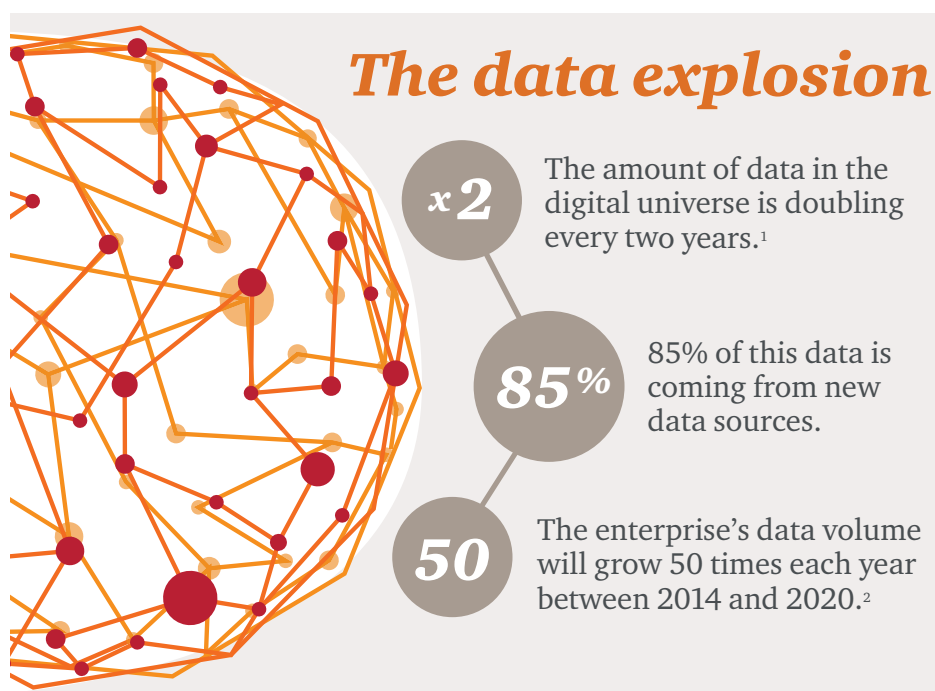
Unlocking the power of your workforce

Many organisations invest more in their people than in any other asset, yet few understand how to improve the return on that substantial investment.

Data is the modern currency, with value that extends far beyond the organisation that collects and owns it. The challenge for businesses is to make the best use of the huge volume of people data that's available, in order to compete and thrive in the ever evolving digital economy.

People analytics allows organisations to understand what's working and what isn't. It allows for the better matching of people to jobs and for more efficient and cost-effective recruitment and talent management.

HR sits on the biggest set of untapped data in the organisation. In a world exploding with potential, the power of data-led insight is revolutionising business decisions. The way you embrace people analytics, and the huge opportunities it captures, will greatly affect your business.



¹ International Data Corporation (IDC) | ² Hadoop Summit 2014

Your challenges

Analytics has transformed the ability of organisations to access and use information from their customers, suppliers, employees and other stakeholders. People analytics provides the opportunity to dramatically increase the dividend you're getting for the substantial investment you make in people.

The data is great, the information is better, but how you use it as leaders is the most important thing.

Dr Marc Harrison, CEO, Cleveland Clinic
Abu Dhabi



Delivering improved business results through your people

We help clients solve a range of people-related problems and opportunities through superior insights using the skilful deployment of data, analytics and reporting.

Trusted data

Collecting, consolidating and cleaning relevant people data



Insightful analytics

Applying intelligent techniques to uncover insight from your data



Effective reporting

Reporting on the insight in a comprehensible and user-friendly format that informs effective workforce decision-making



Trusted data

Data is at the heart of everything we do.

Our people data capabilities enable employers to efficiently define, collect and aggregate people and business data from disparate and relevant sources.

This enables superior decision making by:

- Defining the data that should be gathered in order to provide meaningful insight
- Collecting data across different entities, territories, languages and currencies
- Advising on the capture of data from workforce(s) via surveys, focus groups, real-time digital technologies, gamification and other engagement techniques

Insightful analytics

Using sophisticated analytics techniques that draw on applications, data scientists, statisticians and psychologists combined with cutting edge technologies, we enable employers to efficiently analyse data in numerous ways to provide superior and relevant insights.

By combining leading technologies with employee data we help businesses to cut through the noise and take the guesswork out of important decisions that maximise workforce value.

We do this by:

- Analysing patterns, trends, correlations, outliers and inefficiencies
- Assessing risks and opportunities around finance, motivation, engagement, conduct, culture, behaviours and outcomes
- Benchmarking workforce performance relative to time, other entities within the group and relevant competitors
- Scenario planning and predicting outcomes

Effective reporting

Our experts report on the insights in a way that allows employers to efficiently share findings with their stakeholders in a way that is relevant, understandable and impactful.

Our approach boosts an organisation's ability to anticipate people issues that will affect the business and enable mitigating actions to be taken.

We deliver greater visibility by:

- Reporting through a range of on-line, cloud-based, mobile, print and real-time media
- Dashboard reporting focusing on links to business outcomes
- Ability to segment reporting in different ways, for example by entity, location, division and grade

Are you considering the following?

People used to say that information is power but that's no longer the case. It's analysis of the data, use of the data, digging into it – that is the power.

Sir Martin Sorrell, CEO, WPP Group



Getting people analytics right

We always start by clarifying the problem you're trying to solve, and how you intend to use the findings, before helping you address your data, analytics and reporting challenges.

People analytics is in our DNA

This isn't a new field for us – we've been working at the leading edge of people analytics for years. By putting analytics at the centre of our work, we help clients achieve their goals, and we always will.

We speak your language

Analytics is a technical field but let us make it intelligible and relevant to your business. We will be your trusted translator. We turn a specialist, technical discipline into a powerful capability that's understood and used with confidence at all levels of your organisation.

We search for real results

People analytics brings greater insight, but we want to make sure that those insights deliver real, tangible results for our clients. It's a means to help executives, employees, customers and suppliers to make the right decisions, and create more transparent and trusted relationships; whether that's to drive new growth opportunities, operate more efficiently or identify and manage risks.

So now that the decisions you take are based on evidence, not hunches, imagine how much more you can do.

For more information visit:
pwc.co.uk/peopleanalytics



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