People analytics

Your smart step to data-driven
personnel management

INFOMOTION

"When we talk about People Analytics, we are looking at three components: Data management and performance, reporting and analytics, and planning."

Stefan Panthel / Manager People Analytics / INFOMOTION

People Analytics
by INFOMOTION

HR departments in the digital transformation

Successful, rapidly growing companies pursue a clear and strict HR strategy. They stand out for their ability to take the challenges that digitization poses for HR into account, as well as their ability to utilize associated opportunities. HR departments can become strategic partners to corporate management, supported by people solutions.

Digitization is much more than a series of technological developments. It is a comprehensive, multi-faceted process. Employees, with their skills and expertise, are becoming a key competitive factor for companies – especially as the labor market grows tighter.
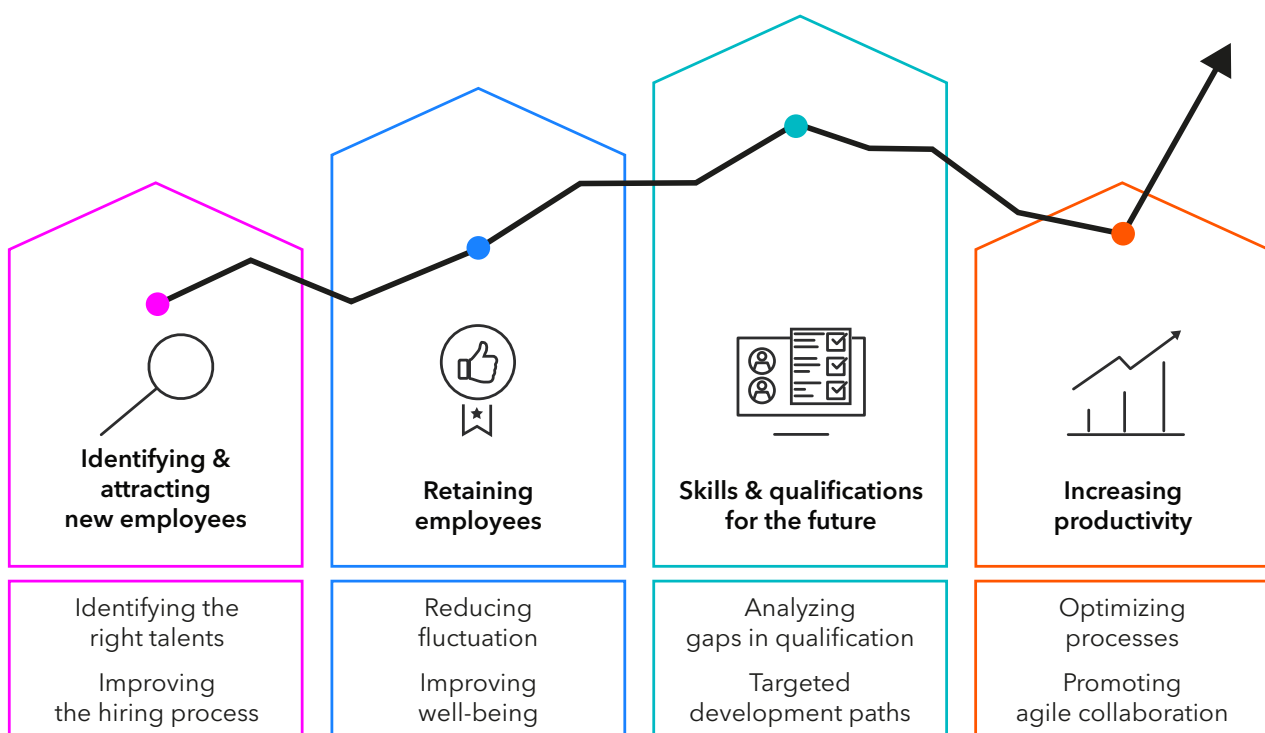
Helping people achieve their optimal performance is becoming a more important focus. This necessitates a rethinking of management and overall organizational development.

HR departments must adjust to this change. To do so, they must identify and prepare new data resources, so that they can use them in their decision-making. Valid recommendations for action can be issued based on this data; measures can also be identified, then measured for success based on analyses. This approach ensures continuous improvement for HR processes.

However, it demands nothing less than a full realignment of the HR department. Many managers have recognized the need for this realignment, however its potential remains far from exhausted.
Advanced people analytics solutions provide optimal support for this necessary transformation of HR departments. They relieve workers of routine tasks, freeing up resources, while improving data quality and tapping into additional data. Last but not least, they promote the development of expertise in data management and data analysis.

An HR department structured in this way can become a strategic partner to managers and corporate, making a key contribution to the success of the company as a whole.

Identifying & attracting new employees	Retaining employees	Skills & qualifications for the future	Increasing productivity
Identifying the right talents	Reducing fluctuation	Analyzing gaps in qualification	Optimizing processes
Improving the hiring process	Improving well-being	Targeted development paths	Promoting agile collaboration

Use cases – rapid paths to data usage

Concrete use cases are the perfect way to get started with people analytics. Use cases focus on the most urgent challenges in the HR area, avoid time- and cost-intensive detours, and help you quickly find just the right potential solutions. This is the best way for companies to learn how to get the most benefit from their data.

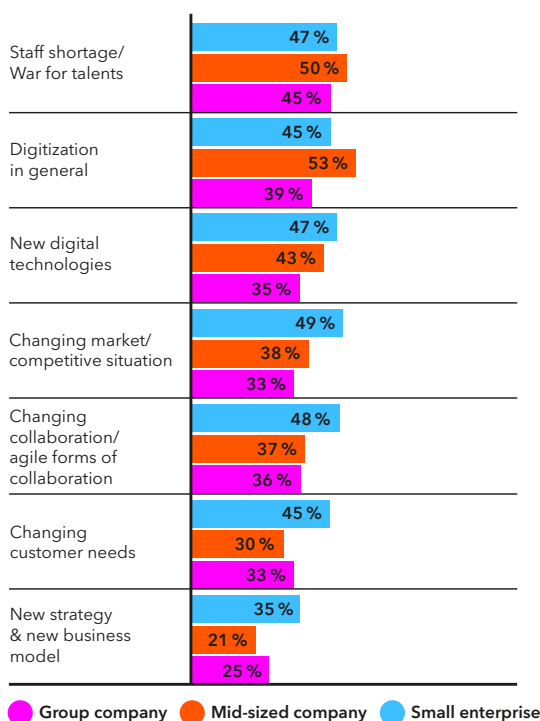## Building skills and expertise for the future

40 % of HR managers say that they cannot build solutions for developing competence among employees quickly enough to keep up with changing requirements.

Job profiles change rapidly; requirements for employees today and in the future diverge. There are a wide range of questions that need to be answered to ensure valid planning. On the one hand: Who do I need to look for on the labor market? And at the same time: How can I qualify employees? Which ones? And for what?
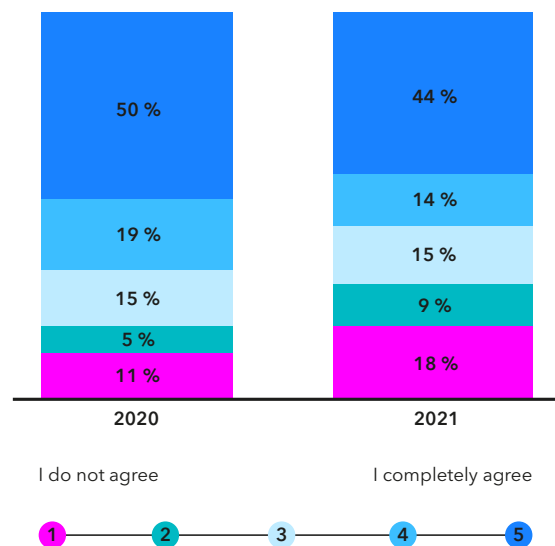What offers do I need to make?
What qualification pathways do I need to open up?

Backgrounds for the skill gap

	Group company	Mid-sized company	Small enterprise
Staff shortage/ War for talents	45 %	50 %	47 %
Digitization in general	39 %	53 %	45 %
New digital technologies	35 %	43 %	47 %
Changing market/ competitive situation	33 %	38 %	49 %
Changing collaboration/ agile forms of collaboration	36 %	37 %	48 %
Changing customer needs	33 %	30 %	45 %
New strategy & new business model	25 %	21 %	35 %

Group company   **Mid-sized company**   **Small enterprise**

Source: Kienbaum & Stepstone study 2021

Employees' willingness to change jobs is increasing rapidly.

Statement: "I am planning to still be with my current company three years from today."

	2020	2021
5 (I completely agree)	50 %	44 %
4	19 %	14 %
3	15 %	15 %
2	5 %	9 %
1 (I do not agree)	11 %	18 %

I do not agree   I completely agree

1 —— 2 —— 3 —— 4 —— 5

Source: Gallup, 2022

Identifying and minimizing dissatisfaction early on

54 % of HR managers say that their workforce is weary of change.

To answer questions about whether employees are dissatisfied or whether they intend to leave the company, we first need to establish a database.
External data on satisfaction and motivation may need to be included.

Analytic processes deliver a detailed picture: What is the satisfaction rate for each area, age group or work field? Can we identify reasons for or clusters of dissatisfaction? What can we do to minimize productivity loss?

"INFOMOTION impresses in the People Analytics area especially because of its ability to link professional expertise in the IT, BI, Controlling and Human Resources areas. This is not always the case, as HR numbers are highly detailed and volatile. However, this is the only way we can optimally meet our high professional requirements."

Jana Reck / Head of HR Management / Real I.S. AG

"The first step was to implement a solution with INFOMOTION to improve and streamline our HR planning process. To do so, we increased the degrees of automation and digitization, creating a uniform foundation for managers and HR business partners. In the meantime, we have been able to implement several other use cases in the reporting and simulation area.

Thomas Cmelik / Head of HR Controlling / HDI Service AG

The 360° employee lifecycle w

The employee life cycle (ELC) considers HR processes though a comprehensive lens. The different stages that employees go through within a company are taken into account – from the initial contact to the application to their exit.
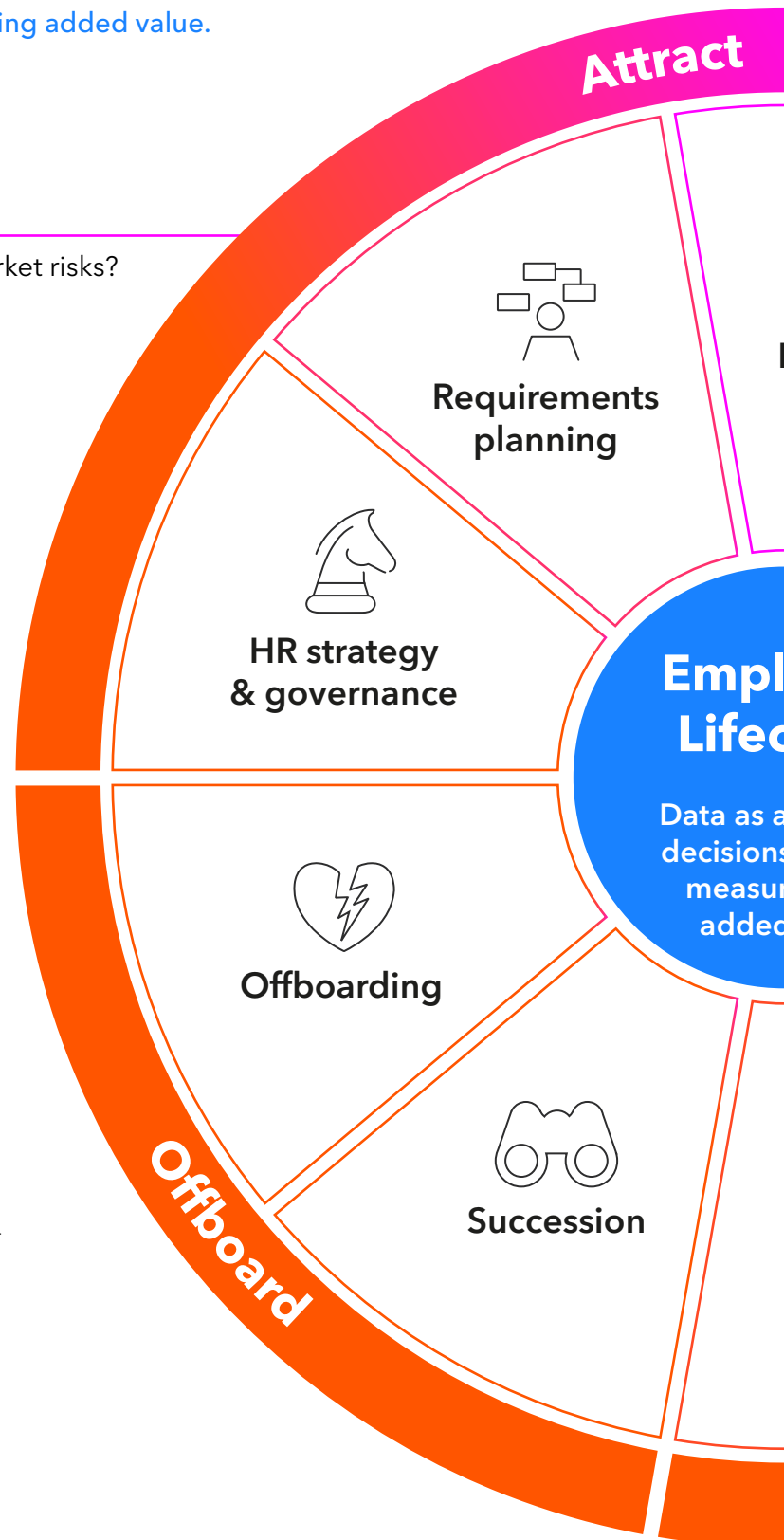The quality of HR processes can be improved on this basis. Employee development paths can also be supported, with the goal of generating added value.

- Do we understand the market risks?
- What employees do we need, and where?
- How can we develop our employees?

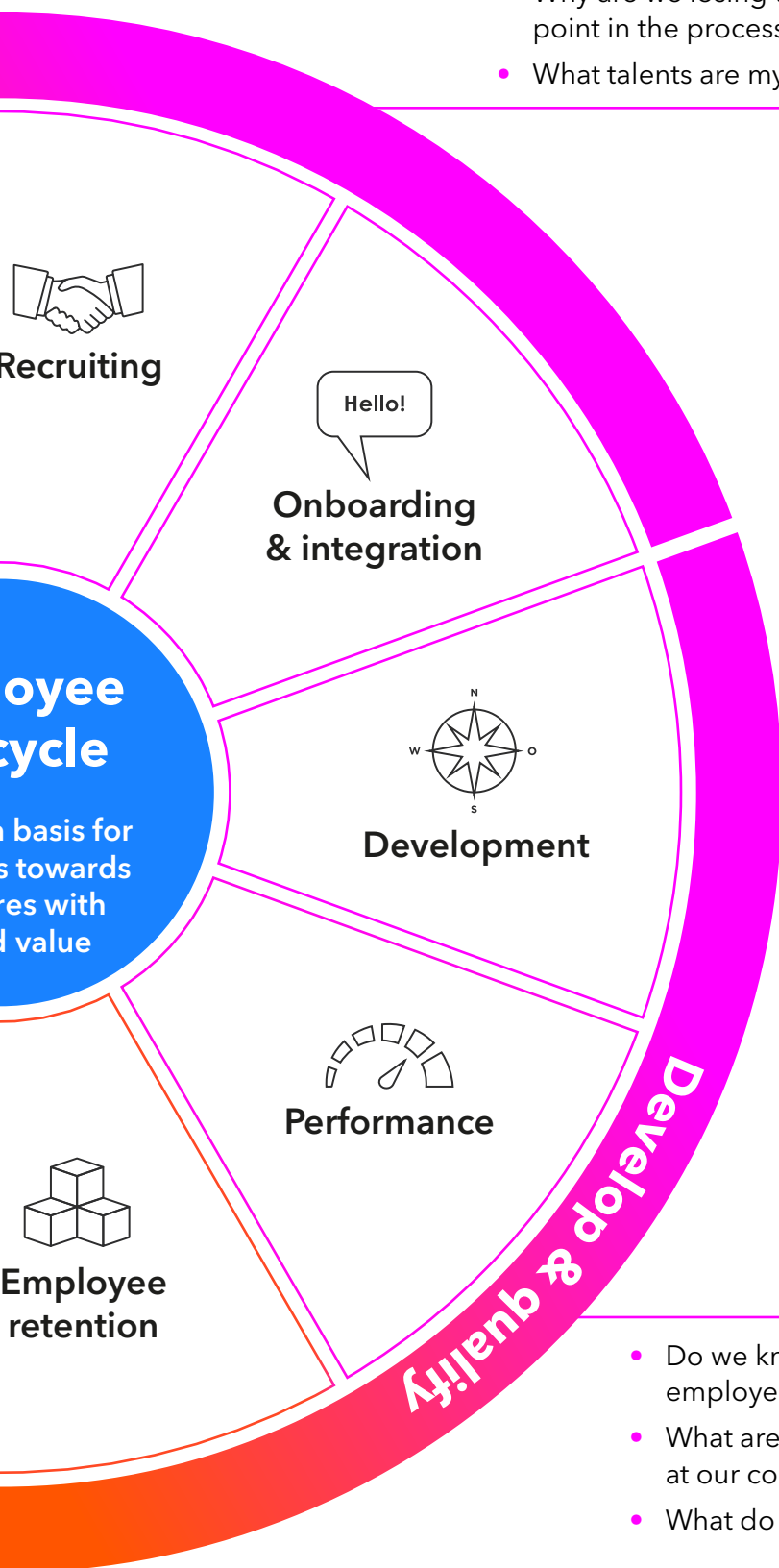## Complex requirements for HR work

HR work focuses entirely on talent, workforces, and teams. "Employee-centricity" is the keyword. HR departments that understood themselves traditionally as administrative departments must undergo a full realignment for this change to take place.

They must cover an ever expanding field of work within the company. On the one hand, they must act as a service provider for staff. On the other, they must serve as a strategic business partner to corporate management which proactively develops concepts to establish skills and expertise or to develop potential solutions for new types of collaboration.
This makes HR work today more complex, more multi-faceted, and more challenging.

Attract

Requirements planning

HR strategy & governance

Offboarding

Succession

Empl
Lifec

Data as a
decisions
measur
added

Offboard

- Do we know what kinds of people we are looking for right now?
- Why are we losing talented employees? Which ones? At what point in the process?
- What talents are my competitors looking for?

Recruiting

Hello!

Onboarding & integration

**oyee
cycle**

a basis for
s towards
res with
d value

Development

Performance

**Employee
retention**

Develop & qualify

Clear insights, optimized controlling

What are our people satisfied with? What are they not satisfied with? Are there constellations where teams can develop particularly well? What do successful teams look like? What does optimal collaboration look like?

Any company that is able to answer these or similar questions can intervene to control the process and influence developments, for instance with structured, long-term continued training programs. Both sides benefit from such interventions – the company as a whole, and employees themselves.

- Do we know what skills our employees have?
- What are the employees at our company unsatisfied with?
- What do successful teams look like?

Building blocks for modern HR

People analytics consists of different components built on a common foundation. These component parts together form an integrated HR analytics solution that covers all requirements of modern workforce planning. In this way, HR work becomes a strategic factor supporting he strategic pursuit of short-, medium-, and long-term corporate goals.

Data management & data performance

Professional data management is essential for integrated planning. The keys are the interaction between the different source systems, the development of a data platform, and a user-oriented front end. Only companies that have a large quantity of meaningful, high-quality, well-prepared data will be able to generate the greatest added value.

Reporting

Classic HR reporting and descriptive analyses ensure transparency regarding HR processes. The goal of people analytics is to standardize and automate reporting as far as possible.
To do so, a technical architecture is needed that ensures high data quality, easy access for employees, and user-oriented visualization options.

Analytics

Advanced analytics components deliver answers to the questions:
Why did something happen? What will happen? What should we do?
HR departments use predictive processes to look into the future.
This allows them to identify patterns, create extrapolations, simulate scenarios, and derive targeted measures on this basis.

Advanced analytics

Reliable management of full time equivalents (FTEs) and staffing costs are always essential parts of corporate planning.
In addition, people analytics allows HR planning, for instance, to determine head count requirements, changes to job profiles, or future needed skills based on growth targets.

The smart switch to forward-thinking HR work

From HR vision to customized people analytics strategy

We see time and again in customer projects how important it is to develop a customer-specific people analytics strategy based on a clear HR vision. The key question is what contributions the individual components will make to achieve the corporate goals which have been set.

With our process model, we support customers in finding the best solution for their company. We do not base our work solely on the company-specific data & analytics landscape. Instead, we focus first on relevant use cases. These are the inroad into people analytics.

Ideation workshop: Think big, start small

In ideation workshops, we work with our customers to specify their current challenges and questions. We approach this task as concretely as possible. For example, we identify which KPIs can be used to manage the individual use case, which data is particularly relevant, and which data sources are available. In this way, we use the use cases to develop custom-tailored solution approaches focused on the customer's initial situation. This helps companies make the greatest possible use of their data.

"Whenever managers decide to adjust their strategy, it is essential that they be able to assess their own employees, that they understand the skills and deficits of their teams, and that they develop a clear strategy for their "human capital"."

Stefan Panthel / Manager People Analytics / INFOMOTION

INFOMOTION – The Data Performance Company

INFOMOTION GmbH is the leading consulting company for data performance in German-speaking countries.
Our portfolio of services for your transformation into a data-driven company ranges from strategic advising to designing, implementing and operating long-term solutions, and even training your employees.

Your contact person

Do you have questions about people analytics? Please get in touch with us!

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