Culture Analytics

Path to become a data driven company

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01 Context

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What is the impact of data in the new normal?

Knowing how new ways of working impact the business requires a **strategic use of data that is not yet exploited …**

80%

Talent Management areas dedicate **80%** of their **time to clean and organize the data**. And they only spend **20%** of their time **analyzing the data** .

21%

…of talent leaders believe that organizations are effective in **using talent data for decision making.**

40%

Executives **use talent data for decision making.**

Work-life balance

30%

… consider work-life balance as the **most important characteristic of organizational culture.**

61%

Productivity
of people feel that their **level of productivity is no longer the same**, especially due to the number of hours spent in meetings.

42%

Collaboration
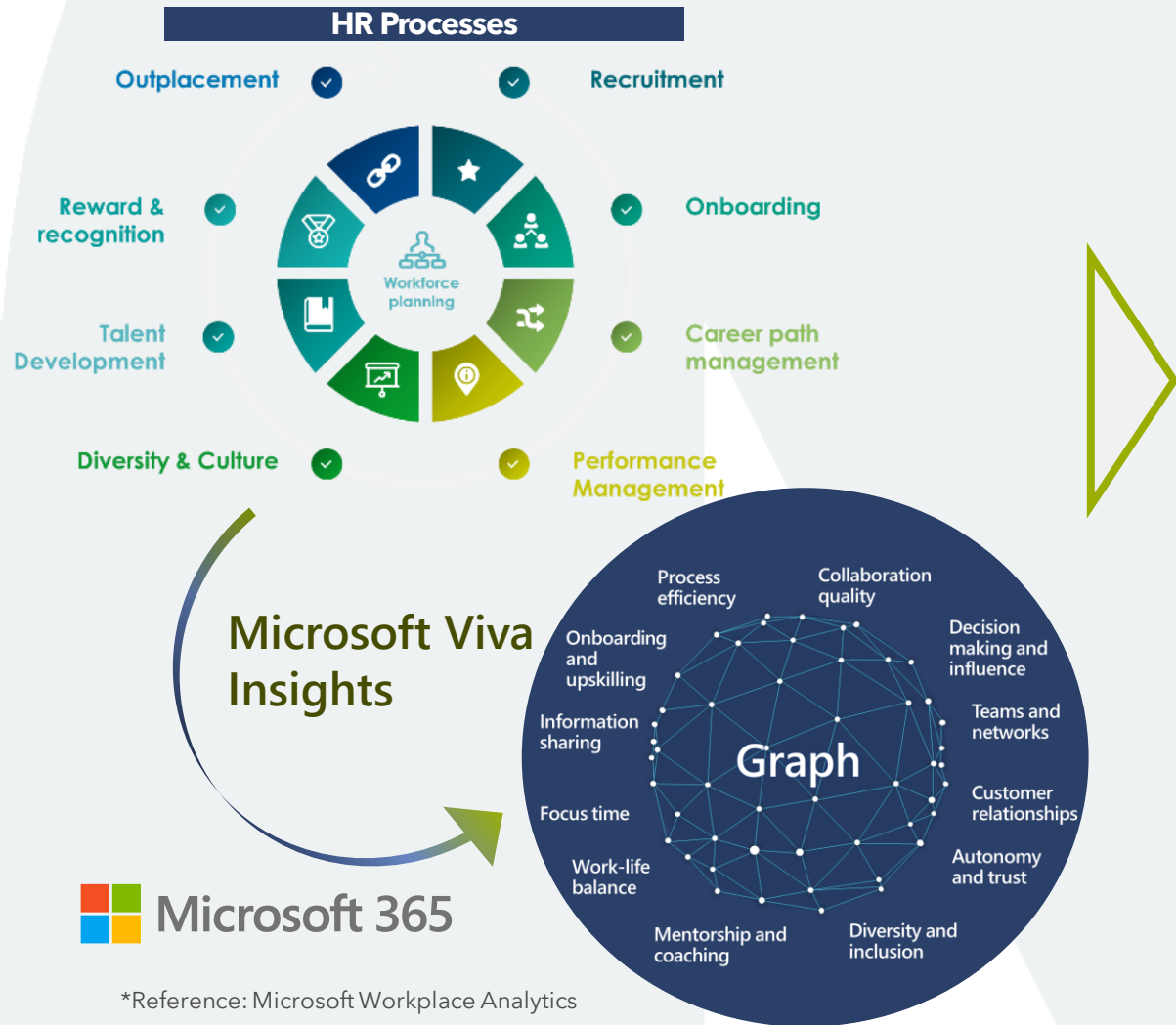people do not consider they have **received effective communication or collaborative work tools**

People Analytics can boost talent results by up to 23%

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People Analytics

To develop the organization's full potential, it is necessary to understand how people work. This data is available in common processes; however, they have been misused.

HR Processes

- Outplacement
- Recruitment
- Onboarding
- Career path management
- Performance Management
- Diversity & Culture
- Talent Development
- Reward & recognition

Workforce planning

Microsoft Viva Insights

Graph
- Process efficiency
- Collaboration quality
- Onboarding and upskilling
- Decision making and influence
- Information sharing
- Teams and networks
- Focus time
- Customer relationships
- Work-life balance
- Autonomy and trust
- Mentorship and coaching
- Diversity and inclusion

Microsoft 365

*Reference: Microsoft Workplace Analytics

The goal of analytics is to transform data into powerful **business insights**

Discover opportunities

Validate hypotheses

Predict results

70% of executives have as highest priority to **implement analytics tools in people management**, according to an international study by Thomsons ...

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People Analytics

Added Value of HR to the business

Understanding the impact of people - through their data footprints collected in Viva Insights - on business strategies is required to generate an assertive decision-making process with a greater probability of success.

Benefits

Business	Employees	HR

ROI
Operational efficiencies
Revenue growth
Productivity Improvement
Employee XP & engagement
HR KPIs
Strategic added value

Human Capital Risk

Elements of the work environment and people management practices that influence workforce retention.

Turnover costs, employer brand impact, salaries and compensation.

Strategic Workforce Planning

Align organizational structures, recruitment and selection processes with the strategy to add value to the company.

Efficiency and costs of recruitment processes, optimization of headcount and organizational design, effectiveness of succession plans.

Workforce Performance

Performance management through task-based measurement within the business value chain, increasing business productivity

Measurement and improvement of performance, ROI of efficiencies in HR processes and initiatives.

Employee experience

Better understand employee interactions, improve collaboration, and optimize engagement efforts to maintain and retain potential talent.

Burnout costs, ROI of wellness programs, engagement vs performance, retention savings.

Cultural Transformation

Build or transform organizational cultures towards an agile, digital and collaborative approach in accordance with the business strategy.

Culture index, impact of diversity and inclusion, digital readiness, remote work efficiency, leadership vs productivity.
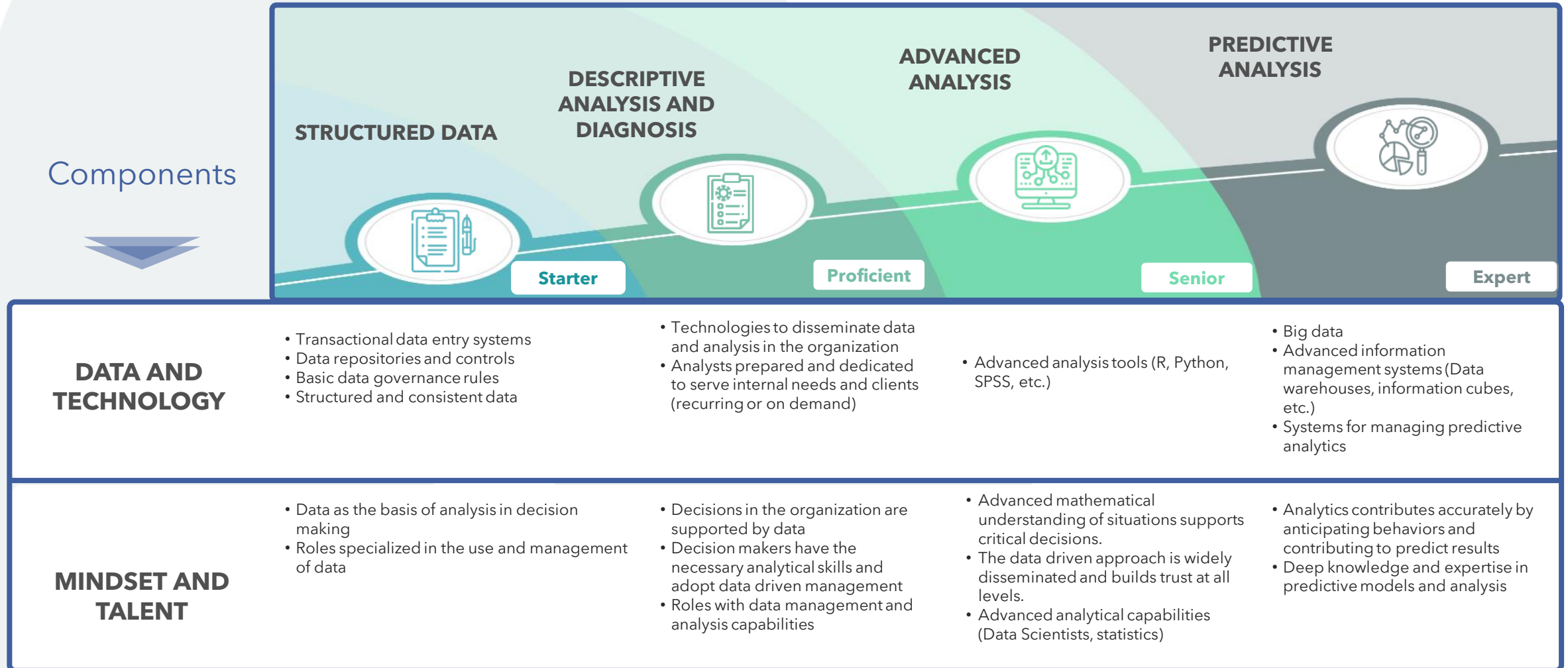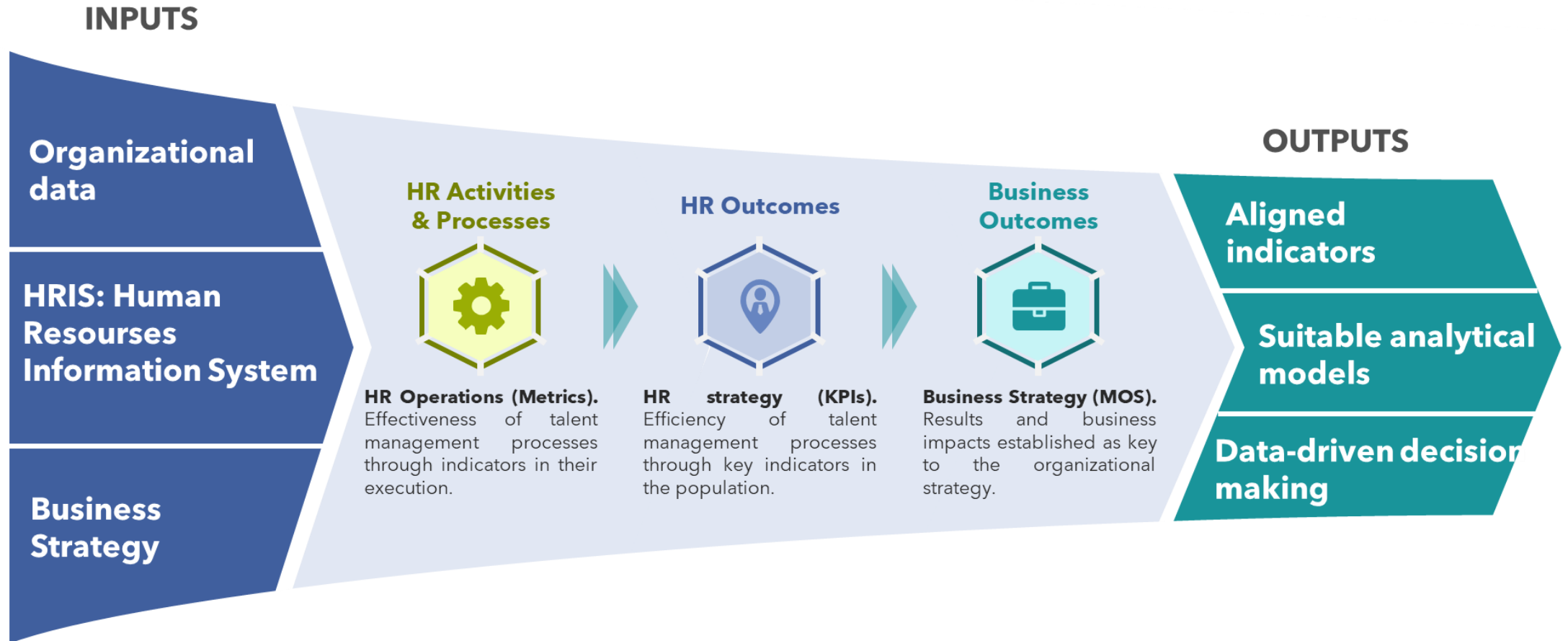
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02 Our vision

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People Analytics Maturity Model

everis has a reference framework that allows identifying the maturity level of a company, making it possible to design a specific path within people analytics.

Components

	STRUCTURED DATA	**DESCRIPTIVE ANALYSIS AND DIAGNOSIS**	**ADVANCED ANALYSIS**	**PREDICTIVE ANALYSIS**
	Starter	**Proficient**	**Senior**	**Expert**
DATA AND TECHNOLOGY	• Transactional data entry systems • Data repositories and controls • Basic data governance rules • Structured and consistent data	• Technologies to disseminate data and analysis in the organization • Analysts prepared and dedicated to serve internal needs and clients (recurring or on demand)	• Advanced analysis tools (R, Python, SPSS, etc.)	• Big data • Advanced information management systems (Data warehouses, information cubes, etc.) • Systems for managing predictive analytics
MINDSET AND TALENT	• Data as the basis of analysis in decision making • Roles specialized in the use and management of data	• Decisions in the organization are supported by data • Decision makers have the necessary analytical skills and adopt data driven management • Roles with data management and analysis capabilities	• Advanced mathematical understanding of situations supports critical decisions. • The data driven approach is widely disseminated and builds trust at all levels. • Advanced analytical capabilities (Data Scientists, statistics)	• Analytics contributes accurately by anticipating behaviors and contributing to predict results • Deep knowledge and expertise in predictive models and analysis

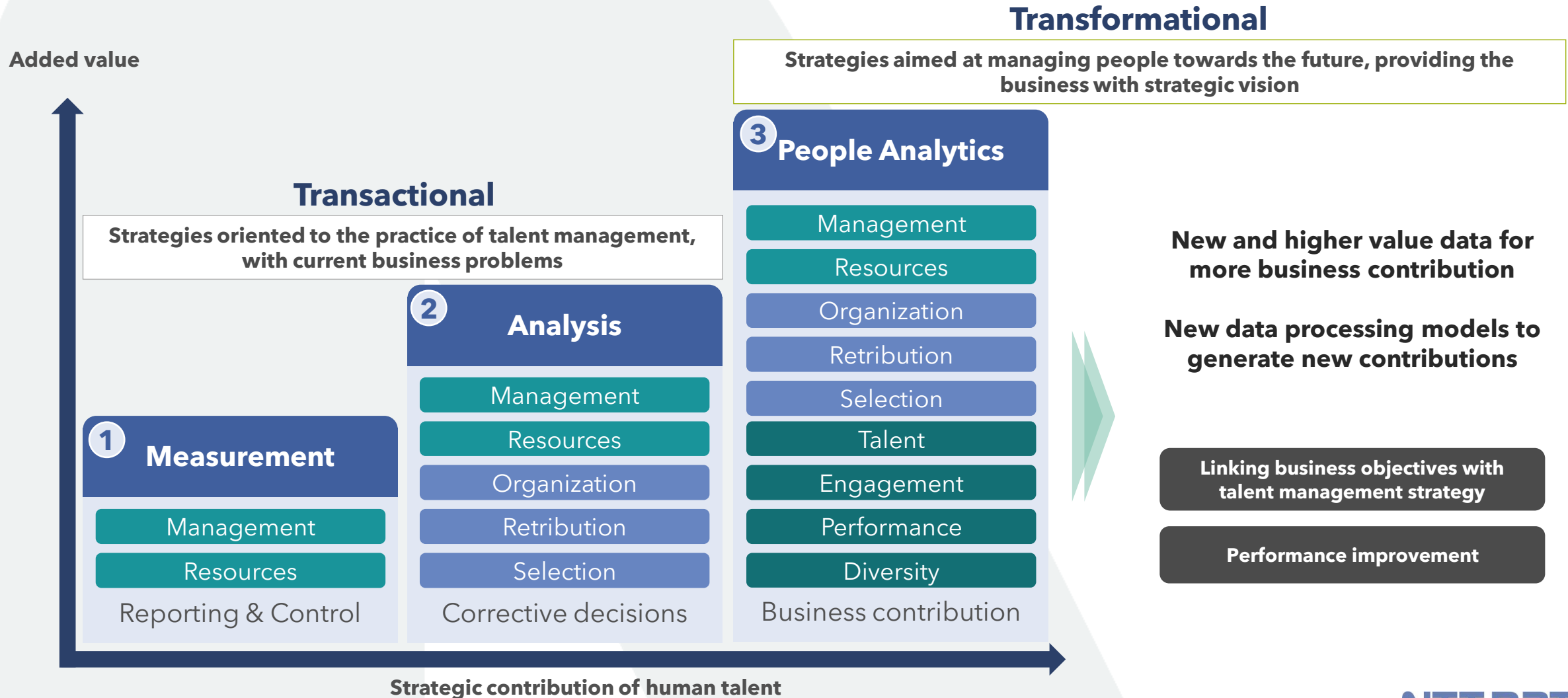**NTT DaTa**

People Analytics

Through the HR Value Chain, we connect with the business strategy

We relate the actions of talent management with business outcomes through specific indicators throughout the HR value chain, creating specific analytical models for each business situation.

INPUTS

Organizational data

HRIS: Human Resources Information System

Business Strategy

OUTPUTS

HR Activities & Processes

HR Operations (Metrics). Effectiveness of talent management processes through indicators in their execution.

HR Outcomes

HR strategy (KPIs). Efficiency of talent management processes through key indicators in the population.

Business Outcomes

Business Strategy (MOS). Results and business impacts established as key to the organizational strategy.

Aligned indicators

Suitable analytical models

Data-driven decision making

03 Value proposition

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Value proposition

Methodologies depending on the status of the organization

Depending on the situation of each area and company, everis has focused People Analytics services that meet your needs:

People Analytics Strategy Design

Review the strategic objectives of the organization, analyze the possible use cases and develop a **roadmap of initiatives to apply and develop People Analytics practices**, as well as suggestions on the organization and associated governance systems.

Primary analytics and data insights

Descriptive and diagnostic analytics projects focused on a **specific situation**, using existing data to generate **dashboards and analytical reports for the main business challenges.**

Advanced and predictive analytics

Based on the needs of the company, **predictive use cases are executed** that add value to the company, improving services and facilitating the change of mentality towards a company oriented to making decisions based on data.

Team and culture development for People Analytics

Based on the reality of the organization and good case practices, a governance model, organizational structure and **people analytics team are developed**, as well as the generation of an **organizational culture** based on the use of data through **knowledge transfer and change management**.
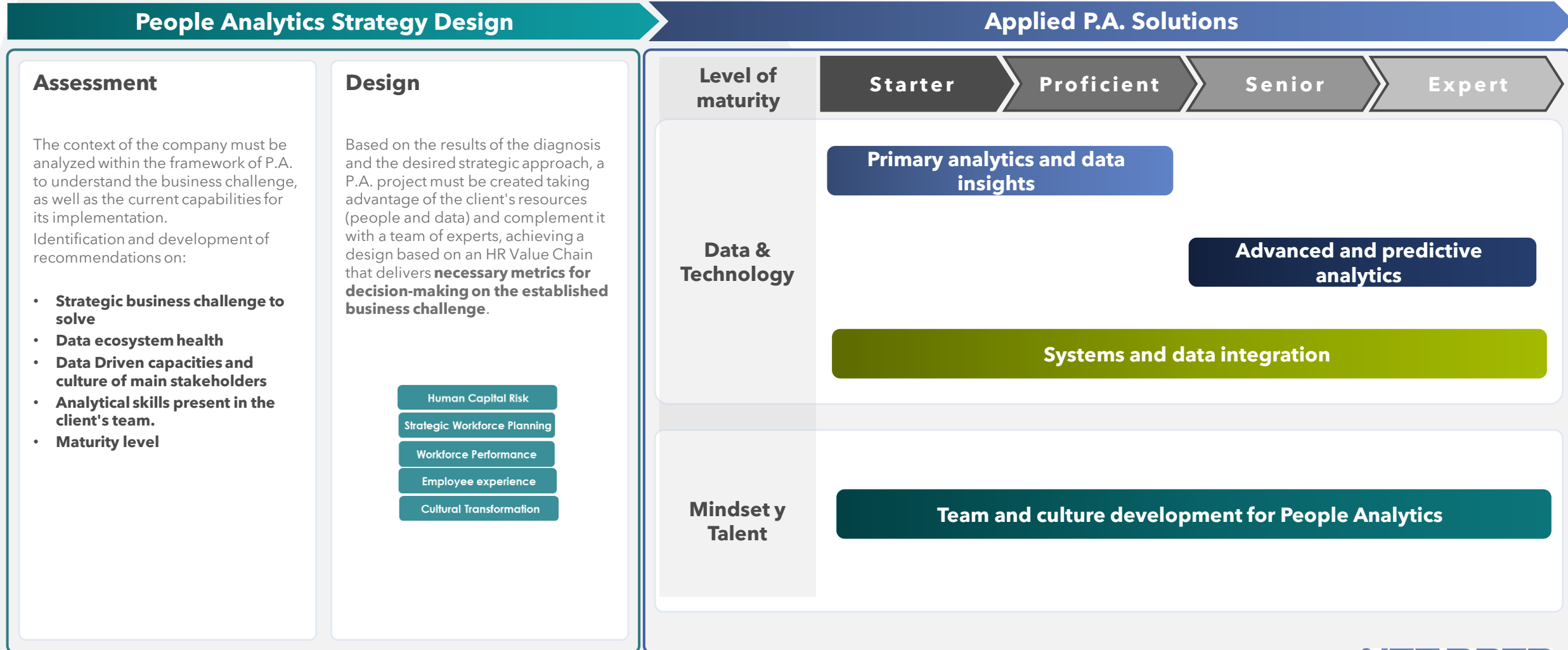
Systems and data integration

Validation of the different sources, systems and definition of the **optimal technological solution** for the company, which allows the development and implementation of past and future use cases of People Analytics in an automated manner.

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Value proposition

Identifying where and how to start

In order to identify the strategic needs and maturity level of P.A. of the company, current capabilities should be analyzed, allowing to implement a tactical approach for data-based decision making.

People Analytics Strategy Design

Applied P.A. Solutions

Assessment

The context of the company must be analyzed within the framework of P.A. to understand the business challenge, as well as the current capabilities for its implementation.

Identification and development of recommendations on:

- **Strategic business challenge to solve**
- **Data ecosystem health**
- **Data Driven capacities and culture of main stakeholders**
- **Analytical skills present in the client's team.**
- **Maturity level**

Design

Based on the results of the diagnosis and the desired strategic approach, a P.A. project must be created taking advantage of the client's resources (people and data) and complement it with a team of experts, achieving a design based on an HR Value Chain that delivers **necessary metrics for decision-making on the established business challenge**.

- Human Capital Risk
- Strategic Workforce Planning
- Workforce Performance
- Employee experience
- Cultural Transformation

Level of maturity	Starter	Proficient	Senior	Expert
Data & Technology	Primary analytics and data insights		Advanced and predictive analytics	
		Systems and data integration		
Mindset y Talent	Team and culture development for People Analytics			

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Value proposition

Application cases

Starting from a business challenge established by the client, projects that contemplate one or more services within the area of expertise of P.A.

Starter

Remote work

Microsoft 365

How is the way of working remotely affecting the productivity, working hours and well-being of employees?

Systems and data integration
- Installation and authorization of the P.A. (WPA) for data analysis

Primary analytics and data insights
- Metrics on working hours, after-hours, schedule saturation and types of meetings.
- Generation of primary dashboards

Team and culture development for People Analytics
- Insights workshop and action plan
- Training in interpretation and analysis of metrics
- Knowledge transfer in basic use of WPA tool

Proficient

Branch effectiveness

Microsoft 365

What human resource factors significantly influence the performance of commercial agents in bank branches?

People Analytics Strategy Design
- Design of the experimental process, data, samples and indicators in the execution plan.

Systems and data integration
- Gathering of complementary information through surveys and tests of talent necessary for required analysis.

Primary analytics and data insights
- Application of exploratory analysis between variables: performance evaluations, training hours, location, results of personality / competencies tests, with capital raising and credit placement.

Senior

Rotation reduction

Microsoft 365

Who are the people most likely to resign in the company? To prevent their departure and reduce turnover costs through proactive actions.

Systems and data integration
- Integration of a predictive turnover model to HRIS through an automated analytics system.

People Analytics Strategy Design
- Improvement of the intervention and career development process based on data from the rotation matrix.

Advanced and predictive analytics
- Development of a rotation correlation matrix with current data.
- Generation of a predictive model of turnover risk.

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04 Viva Insights

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Viva Insights
Productivity and wellbeing

## Deliver personalized and actionable insights

Empower individuals, teams, and orgs to achieve balance, build better work habits, and improve business outcomes with personalized insights and recommended actions.

Quantify the impact of work on people and business

Gain data-driven, privacy-protected visibility into how work patterns affect wellbeing, productivity, and results.

Address complex business challenges

Use advanced tools and additional data sources to perform deeper analysis, address challenges important to your business, and respond quickly to change.
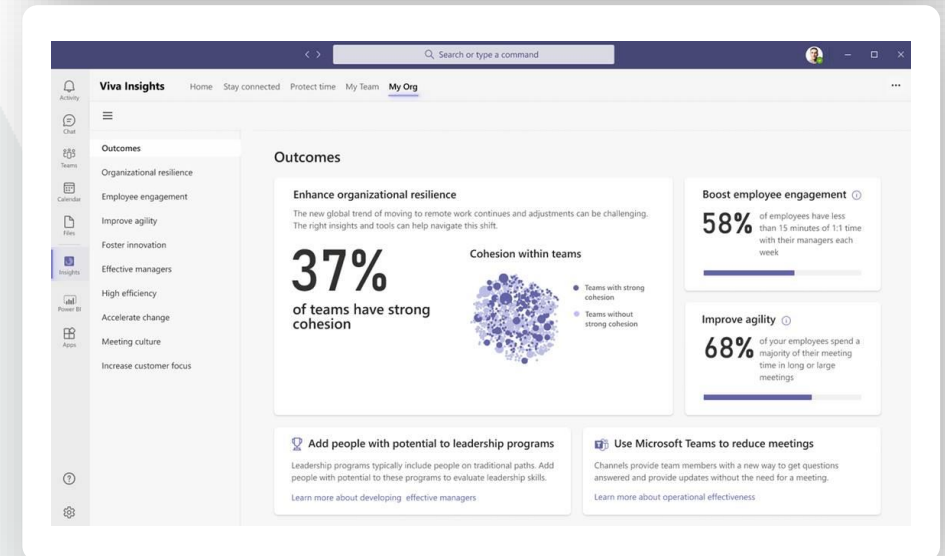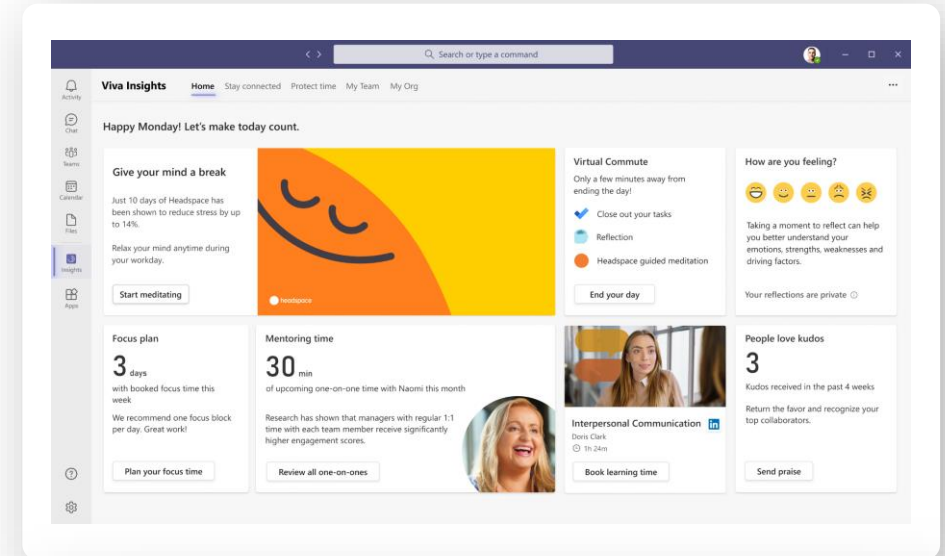
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We establish alliances to develop in-depth analytics

Partnership NTT DATA & Microsoft - workplace analytics consulting

everis' Talent & Transformation consulting unit, in alliance with Microsoft's Viva Insights team, have designed a pioneering proposal in Latin America that combines technology and expertise in a cultural transformation project.

Viva Insights Certified Consultants

16 people

Microsoft

Viva Insights Specialist

Collaboration assessment

Digital academy

Microsoft

wa workplace analytics

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How does Viva Insights work?

It is a cloud-based service that provides business leaders with unprecedented insight into how users spend their time and with whom. For this, it uses and analyzes the data of emails, chats, calls and meetings of the Microsoft package.

How does it work?

Microsoft 365 data **+** Organization data **=** Behavioral patterns and trends

3 large blocks

Collaborative culture

Employee experience

Influence and leadership

What does the tool allow us?

FIND
opportunities to improve the workplace

▶

IDENTIFY
targets of people to work with

▶

MEASURE
effectiveness of change actions

Advantages

Flexible to business needs

Personal data protection

People-centered design

Microsoft | wa workplace analytics

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What metrics do we find in Workplace Analytics?

PEOPLE / TEAMS

- Hours of collaboration.
- Time in meetings and emails.
- Focus time and fragmented agenda.
- Workweek span.
- Collaboration after hours
- Messages and calls by Teams.
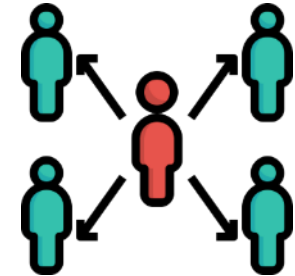- Size of the network within the organization.
- Size of the external network.
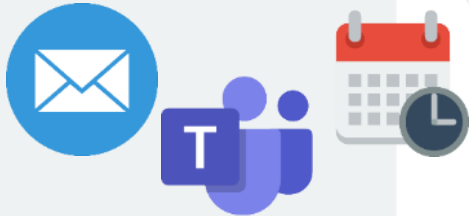
MEETINGS

- Types of meetings by number of attendees and duration.
- Multitasking during meetings.
- Recurring meetings.

NETWORK

- Network diversity.
- Network size.
- Influence ranking.

Types of Projects

We think about delivering services to customers along a spectrum depending on their needs and readiness

Option	Solution Set-up	Training - WpA Academy	Services – Ways of working assessment	PREVIEW Services- 360 Diagnostic
Scope	• Onboard WpA, including setting up WpA data file, structuring organizational data, and assigning licenses to their population • Access to pre-built queries and templates, allowing out-of-the-box functionality to measure collaboration patterns, business continuity, and more • Online documentation and customer service available to answer questions as customer analysts work through setup and deploying the tool	• 2-day analyst training + up to 8 "office hours" over 4 weeks to help your analysts get up to speed on WpA • Mix and match modules with content covering all WpA topics and potential analyses. Modules focused on analysts currently (data scientist, developer, and business leader modules) under construction	• WpA experts help customer onboard WpA, structure their organizational data file, and assign WpA licenses • Take customer analyst(s) by the hand in setting up templates • Help them glean insights from the data and communicate effectively with an executive ready PowerPoint deck • Prioritize opportunities and next steps	• 8-12 week services engagements with dedicated WpA experts • Uncover insights through deep-dive analytics that build on top of pre-built queries and templates to solve high-value business challenges, including around employee performance, engagement, and productivity • Analyze multiple data sources (e.g., CRM, performance management, engagement surveys)
Timeline	*Dependent on customer resourcing and goals*	*2-3 day analyst training*	*8-12 Weeks*	*16-24 weeks*

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THANKS

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