

WORKFORCE ANALYTICS: HOT TOPIC OR 'HOT MESS'?

Workforce analytics has the potential to be a game-changer, helping HR become more business-relevant, rigorous and evidence-driven. But are organisations ready to realise this potential, or is workforce analytics destined to be a passing fad?

THE RISE OF WORKFORCE ANALYTICS

WORKFORCE ANALYTICS HAS RECENTLY BECOME A HOT TOPIC...



\$1.29B

is the predicted size of the global workforce analytics market **by 2022**



91%

of IT businesses expect data-driven insights in HR to **improve profits in the next 3 years**

AND THE BENEFITS FOR BUSINESSES ARE CLEAR...



5%

Companies using data-driven decision making are **5% more productive than their competitors**



6%

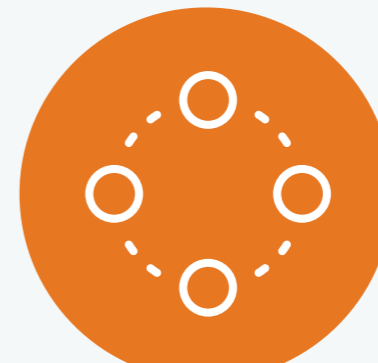
These same companies are also **6% more profitable than their competitors**

YET FOR MOST HR FUNCTIONS, THIS IS STILL AN EMERGING FIELD...



14%

Just **14% of businesses** have used analytics to successfully predict outcomes and take action to a great extent



7%

A **tiny 7% of organisations** have reached a reasonably advanced level in workforce analytics

SO WHY IS THE UPTAKE OF WORKFORCE ANALYTICS SO SLOW?

LACK OF COLLABORATION

24%

Just 24% of businesses see extensive collaboration between their HR analytics teams and the rest of the organisation

39%

Only 39% think HR is good at analysing a wide range of business data before making decisions

THE DATA CHALLENGE

36%

Only 36% of think business leaders trust HR data as being consistently accurate and reliable

51%

51% think that quality of HR data is a significant barrier to their analytics efforts

THE SKILLS GAP

67%

67% don't have a methodology or standardised approach for HR analytics projects

60%

60% believe that HR professionals in their organisation are analytically weak

THE VALUE

28%

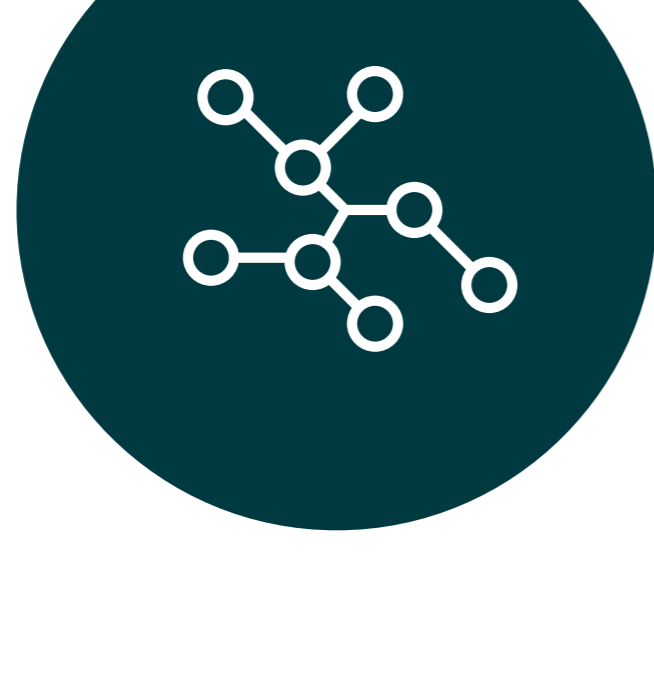
28% weren't able to determine whether or not their investment represents value for money

24%

Only 24% have invested 'a fair amount' or 'substantially' in upskilling HR in data and analytics

It seems many businesses don't know where to begin, but workforce analytics doesn't have to be a challenge...

THREE TIPS TO GET YOU STARTED



Take a hypothesis-led approach and align your data to higher organisational goals.

FIND OUT MORE >

Don't try to fix all the data at once. Learn more with our free sample chapter: *The Data Goldmine*.

FIND OUT MORE >



Use visualisation tools to bring your data to life and gain a deeper level of insight.

FIND OUT MORE >

Download the full Strategic Workforce Analytics report

Data collected by the Corporate Research Forum for their 2017 Strategic Workforce Analytics Report