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The Business Value of Automating Your People Analytics

5 Keys to Build Your Business Case



People Analytics: A Challenge Worth Solving

People analytics has become a crusade due to the historically high number of employees resigning and retiring. Driven by the pandemic experience, people are questioning their work-life balance as well as the strength of their connection to their work and the value it brings to themselves and the company.

That attrition is not likely to end soon. A recent poll showed 40% of employees are likely to leave their jobs in the next three to four months. Unfortunately, employers are caught unaware of what's going on and how to combat it.

There's a wide discrepancy between what employers think is important and what employees find important.



The good news is that your people data can help you shrink that gap.

But it can be tough to go from awareness of your analytics to actually addressing it. The answers aren't easy to get out of your systems, especially for issues that span the entire workforce. It's perfectly natural to struggle with important questions, such as:

- How can we develop people analytics quickly and more efficiently to get a real sense of what's going on within the company?
- Then, how do we curate and deliver those important insights to managers with respect to their unique needs?
- Where do we start when it comes to navigating a market full of confusing technology products?
- How can we get everyone on board with the best solution when we aren't making major technology purchases every day?
- How do we justify a buy versus build versus status quo decision?

People analytics is too important to ignore — for employees and company leadership.

That's why we created this e-book to help you understand the advantages of a people analytics platform, learn the best ways to get leadership to buy into a plan, and create a step-by-step method to build your business case and get going.

“We have seen incredible impact created from rather rudimentary data.”

“But, this opportunity to create impact is missed when people analytics teams become obsessed with building the perfect data set. Teams get stuck in their pursuit of the perfect data set and neglect to deliver meaningful insights with the data already at their disposal. They subsequently miss the opportunity to gain early investment and buy-in from business stakeholders.”

— Dirk Petersen, Vice President, Insight 222

How People Analytics Platforms Can Drive Better Decision-making

Most organizations are already collecting workforce data, sometimes in multiple locations using different techniques and standards. Your organization is probably doing the same. What's typical in our experience is multiple data points from multiple systems that need to be gathered, cleaned, and curated under a common approach.

Collecting, cleaning, curating, and delivering that information is tough to do with multiple programs working separately, or with limited staff, and it's why a people analytics platform is so critical.

Different, siloed data makes it difficult to get your insights to the people who need it most — your managers. And disparity among calculations of the same metric in different places creates distrust.

That's why getting your analytics from a single platform is such a relief. It helps organizations:

- Standardize data collection
- Clean and curate data
- Deliver targeted insights
- And, most importantly, restore trust in your HR data and analytics process

With a people analytics platform, businesses have the ability to comprehensively, yet simply, manage and deliver people data and encourage better decisions that influence performance, productivity, and retention.



Getting Team Buy-in and Executive Sign-Off

It's clear to understand the enthusiasm surrounding the benefits of a people analytics platform.

The next important step is to garner endorsement from your leadership team.

Start by doing these three things:

- 1** Begin by explaining the benefits of having your data in one easy platform. You are asking your leadership to make an investment and so they will want to clearly understand the ROI of this SaaS solution and how it affects the organization at large. Download these e-books to help you make your case:
 - [Top 10 People Analytics Insights](#)
 - [Stop Struggling With People Analytics](#)
- 2** Next, identify problems that a people analytics platform can solve within your organization. The more specific the use cases the better. For instance, you can share how getting analytics from different systems caused distrust of the numbers within departments.
- 3** Finally, connect people analytics to over-arching business objectives such as increased productivity and employee engagement. You want to be able to address the bottom line.

Objections and Blockers

How can you start engaging with your executive and organizational leaders?

Well, it all depends on where your organization is as a whole.

Next we've listed some common objections and blockers and how to address them.

OBJECTION OR BLOCKER NO. 1

We don't have good data

You can take comfort in knowing that no organization has perfect data. In fact, the majority of organizations don't start with good data, or they have what they consider "dirty" data. Waiting until you have good data is expensive in both lost time trying to clean your data and the loss of usability of the data you have. It's better to start with what you have and build on it.

People analytics tech, like ZeroedIn, identifies opportunities and automates routines to clean and unify your data. This means you will continually improve data integrity and usefulness over time. Even if your data isn't consistent from one system to the next — often caused by different people setting up systems and interpreting information differently — ZeroedIn can consume your information in whatever format it's currently in, saving you the time and hassle of having to pre-format it.

IT wants us to follow the corporate BI standard or use what we already have

What you already have isn't working or you wouldn't be reading this, and business intelligence (BI) tools are complex systems designed for IT-minded individuals. You can't simply install them yourself and have things up and running quickly.

BI tools require customization using technological resources and expertise to build everything you will need to deliver insights to your people leaders. What's worse is that you and/or someone on your team will have to painstakingly gather all the necessary data from your disparate people and business systems and attempt to put it all together in a consistent, organized format. We already talked about what a waste of time and money that is.

Struggling with data is your biggest headache and that won't go away. Most BI tools just present the data, they don't manage the data pipeline to collect it, clean it, and format it.

Next, you'll have to learn the complexities of the BI tool. That's going to take time as well as a level of difficulty, and if it's going to be hard for you, just think what it's going to be like for the people who need to use the information. Let's say you learn to build your dashboards — great!

Now imagine how many different versions you'll need to create to ensure managers only see the information they need. Even if you build out individual dashboards, you're also going to have

to maintain all those different versions amid the continual influx of ad hoc report requests from the business.

All this to say that corporate BI tools and the status quo are time-consuming, costly, and limiting in terms of your ability to scale.

OBJECTION OR BLOCKER NO. 3

You know there's a better way but are unsure of your options

If you are unsure of your options, then let's have a conversation. ZeroedIn has been helping clients since 2004 with every aspect of their people analytics strategy.

Your HR system has reporting and it might have some dashboards, but is it enough to get you what you need? You may have access to some IT tools and might be thinking "should we build this ourselves?" Or you may want to research and compare the various HR and people analytics solutions on the market.

Either way, we can help you understand your options.

OBJECTION OR BLOCKER NO. 4

We don't have the bandwidth to implement a new platform

To play devil's advocate, do you really have the bandwidth to *not* implement a new platform? It's a real struggle to get actionable insights with manual processes and homegrown systems. What you need to help counter this argument is an easy-to-install people analytics tech platform.

Here's why: A larger retail client recently had to deliver a report to their Board of Directors regarding their Diversity, Equity, & Inclusion initiatives. Before they were using ZeroedIn, this quarterly report would take approximately 40 hours to prepare and produce. With ZeroedIn, the report took less than an hour. Take a moment to envision what you could do with an extra 39 hours each quarter. Homemade or BI software would take some bandwidth, but frankly, ZeroedIn makes that argument a moot point.

OBJECTION OR BLOCKER NO. 5

We lack the analytics and data science skillset

Lack of skill sets is precisely why you need a platform like ZeroedIn. Our tech platform includes access to our Concierge team.

Like a hotel concierge, we fulfill any requests a client may have related to their data and people analytics needs. Our concierge service becomes your team of data scientists and product specialists whose duties include tasks like account maintenance, metric development, data discovery, trend analysis, predictive modeling, custom report development, and more.

ZeroedIn's Concierge eliminates the need for dedicated client resources, allowing you to get started today.



OBJECTION OR BLOCKER NO. 6

Our budgets are tight or already approved and don't include a new platform

Your budget likely includes a new headcount for people analytics. Organizations are increasing their investments in people analytics now more than ever. According to [research](#), people analytics teams have grown from one person for every 4,000 employees in 2020 to one person for every 2,900 employees in 2021. This is happening because CHROs of leading companies understand the importance of having a data-driven culture.

With this increased investment and the labor shortage overall, there are countless job openings from companies trying to hire a person to manage their people analytics. In a recent discussion with a healthcare organization, a prospective customer shared that they have been actively trying to hire someone to do their people analytics for nine months, and they still were not even close to filling the position.

With ZeroedIn, you can apply the salary and benefit costs of that open requisition toward using our people analytics solution, and leverage our Workforce Analytics Concierge — a service included with our subscription, to fill that position.

5 Keys to Building a Business Case

1 Executive summary

You'll need an executive summary. In two to three paragraphs, summarize your proposal. This should include a succinct argument for the critical business drivers, risks, and possible solutions. As you create this summary, keep your audience in mind. If they were to read only this summary, would they understand the problem you are addressing and the solution you are proposing?

2 Addressing the overarching issue

Next, you need to focus on the business and workforce drivers that are pushing you to recommend a shift in technology. A good example of a workforce driver might be high turnover or low engagement. A business driver might be increased productivity or staffing costs.

3 Current state of people analytics tech in your organization

In this section, cover the landscape of technologies that currently touch HR. Your audience may not know how big and disparate all these technologies truly are. Address the ways that they are working today and the ways they could be improved. Specific examples of strategy or execution frustrations and challenges are important to highlight here as well.

4 The proposed solution

This section should explore the potential benefits, upsides, costs, and risks of rolling out a new people analytics platform. This is also the appropriate section to cover the cost and risks of the alternatives, whether that's continuing using your current technology platforms or doing nothing.

5 What outcomes to expect from a people analytics platform

This is the last part where you will need to lay out the specific ways a better people analytics solution can help improve decision-making, engagement, and retention. Leadership teams care about one important thing: results. So here we'll talk about expected outcomes – whether it's ROI, expected impact on managers or the organization, or costs.

For example:

- Reducing cost of turnover
- Reducing absenteeism
- Reducing overtime
- Reducing people analytics labor costs and increasing throughout

Now more than ever, you need to have a clear view of your workforce so that you can engage and retain your employees.

That data needs to be curated and delivered to the managers to help them make evidence-based decisions about their employees. Everyone — not just executives — needs to have a timely, reliable, and targeted source of info with visibility across the workforce.

Making the right people-related decisions is critical to meeting your organization's overall objectives.

People really are the most important contributor to success, and understanding the workforce has become a competitive advantage.



Stop struggling. Liberate your people data with ZeroedIn into a discoverable single point of truth.

Actionable insights drive sound decision-making and organizational excellence, leading to better business outcomes.

Questions about your business case? Contact ZeroedIn today — we're here to help!

Contact Us Today!



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