

People Analytics

Link feedback from employees to your organization's performance

How does the size of a team affect performance? Is there a link between employee engagement and employees' intention to keep working at an organization? Do self-managed teams perform better than teams with a manager?

Welcome to the world of People Analytics! People Analytics is the bridge between employee feedback and your organization's performance. It comprises a series of three add-ons for existing Effectory products. These add-ons provide insight into the impact of HR on the success of your organization. The three add-ons analyze workload, employee retention and performance within the organization. For example, you can analyze how employee retention impacts the Net Promoter Score or the effect of employee engagement on organizational output.

Why People Analytics?

A data-driven approach has become increasingly popular in a number of areas over the past few years. Objective data has taken over from gut instinct as the driving force behind decision-making. This is a standard approach for Purchasing, Finance and Marketing departments, but HR professionals are also increasingly



basing their decisions on data. Employee data is examined for patterns and trends, which predict, for example, if employees will deliver a particular level of performance.

Using People Analytics will increase the objectivity and quality of your decision-making. As an HR professional, you will gain access to tools that can be used to improve strategic organizational development. Good decisions are ultimately based on a combination of objective data and human interpretation.

How does it work?

People-oriented HR professionals are increasingly understanding the appeal of analyzing HR variables. Effectory offers you complete peace of mind in this regard. Simply include the People Analytics add-on of your choice in your employee survey, either before the survey is conducted or afterwards*. We can then link the feedback from your employees to your organization's performance, or, for example, workload and employee retention. And all at no additional effort, we do the work. Your survey is carried out in the usual way, but you get more out of it. Targeted analyses of workload, employee turnover and performance can have a huge impact on employee job satisfaction and the performance and results of the organization. In addition to these three highly sought-after add-ons, custom add-ons are also available, depending on what the most important themes are for your organization.

What Are the Benefits of People Analytics?

People Analytics enables you to measure the impact of HR on the performance of your organization. It provides:

- Insight into the impact of HR variables on your organization
- Tools for strategic organizational development
- Factual evidence for organization-wide decisions at C-level (CEO, CHRO), executive level, or management level.

* Provided that the relevant research variables for performing the analysis are included in the survey.

A practical example

Analysis

In order to make the analysis as specific as possible, you as an organization choose your own target group. Is the high workload due to the fact that the teams within your organization are too small? Then you can choose to base the analysis on different team sizes within your organization. Do you suspect that the workload is highest among more senior employees? Then we will investigate this by focusing specifically on this group. You decide, we analyze!

The basis of the analysis: the employee survey

All of the analyses that Effectory can perform are based on data from employee surveys. For instance, imagine that the results of your employee survey show that employees are experiencing a high workload. People Analytics can look at this in more detail. What are the factors that influence workload? And what can be done about it? In other words, what can you do as an organization in order to reduce the high workload? And what would happen as a result? What are the positive consequences of reducing workload for both employees and the organization as a whole?

Insights

You will always receive a tailor-made report that focuses specifically on the results of the analysis within the framework of your needs and your organization. We can offer insight into which variables have the most impact on managing workload as well as advice as to the best way to handle this as an organization. The main focus here is the specific actions that have the greatest impact. We also provide feedback as to what could potentially be achieved by, in this case, reducing workload.



Effectory helps organizations collect and use employee feedback

Effectory is Europe's leading provider of employee feedback solutions. Operating on 25 years of experience from our offices in Munich, Amsterdam and Cape Town, we facilitate some of the world's biggest employee listening programs.

Our platform is available in 36 languages and features easy-to-use and highly flexible survey set-ups, benchmarks for 56 countries, smart interactive reporting and integrated action planning.

Our customers value our tech & touch approach: combining cutting-edge technology with our strategic implementation consultancy. Implementation services include global project management, communications support, in-house training and facilitating follow-up processes. With high praise from our everyday users, managers and employees, who rate their experience with a five-star average. Currently our 200+ engagement specialists support more than 1000 organizations in 70 countries across the globe.



One central platform for all your feedback tools



Flexible easy-to-use apps and DIY tooling available in 35 languages



Real-time actionable reports with results using the smartest algorithms



Global and industry-specific benchmarks across 56 leading and emerging markets



Extensive support for multinational companies



200 employee engagement experts ready to help

Want to learn more about Effectory's employee engagement survey solutions?

We are happy to answer any and all questions. You can call us at +31 20 30 50 104 or email info@effectory.com

Visit www.effectory.com/case-studies to find out how other organizations use our feedback tools.