

RECRUIT TOP TALENT AND MAKE INFORMED DECISIONS WITH POWERFUL, END-TO-END ANALYTICS

The Convergence of Analytics, Data Science, and Process Automation

The data analytics revolution has transformed lines of business across all organizations, and the human resources department is no exception. While seemingly quite different, analytics and people go hand in hand. In fact, successful analytical deployment and adoption would not be possible without the human element. The most successful organizations rely on analytics to improve the employee experience and leverage insights from data to drive productivity and efficiencies. Recognizing and addressing gaps in workplace experience can provide critical competitive advantages. The best human resources departments know that when data is activated, it can drive improvements across all areas of the department, including designing compensation and benefits packages, recruiting, talent and development, and staffing.

Finding Top Talent

Human capital is an organization's biggest investment. The key to success for every organization is being able to bring in talent with the necessary skills to drive the organization forward. Unfortunately, locating potential employees with the required skills is a consistent challenge for recruiting teams. **61% of organizations report challenges locating employees with the right experience¹**, and a recent Bersin study says that only **9% of respondents felt they had adequate technology to screen applications received.²**

When companies are able to effectively deploy technology, they will find visible improvements to the recruiting and screening process. **Using spatial analytics, companies can set parameters to identify where candidates with the desired skill sets are located and how to bring them in for interviews or employ them in the future.** Additionally, with data analytics, keyword identification, and OCR technology, the Alteryx APA Platform can assist recruiting departments with managing the voluminous applications received. Recruiters no longer have to wade through irrelevant data to try and bring qualified candidates to interviews with hiring managers. When companies are able to screen and interview candidates faster, they not only reduce hiring time, but also address the skills needed to perform critical tasks.

¹ "Leading the social enterprise: Reinvent with a human focus"

² "Six Key Insights to Put Talent Acquisition at the Center of Business Strategy and Execution"

PROVEN ORGANIZATIONAL IMPACTS OF APA:

1. Faster analytic and data science outcomes for actionable business decisions
2. Fully-optimized and automated intelligent business processes
3. An engaged workforce that experiences fast, self-service upskilling to drive greater outcomes
4. Capital-efficient digital transformation
5. Measurable ROI across four areas: Top-line growth, bottom-line return, efficiency gains, and rapid workforce upskilling

“HR sits on a giant pile of data, and we’re just now starting to utilize this. Alteryx has allowed us to move from a transactional organization to a transformative one.”

— Michael Chen,
Manager, People Analytics
KATERRA



Making the Offer

After candidates have been identified and applications have been screened, organizations face the hurdle of designing an attractive offer. In order to stay competitive, companies must recognize market trends and effectively create positions with appropriate salary and benefits offerings. In fact, **27% of organizations say they face challenges constructing appealing job offers.**¹

When recruiting departments bring in data from diverse sources such as Glassdoor, LinkedIn, or Indeed, they’re able to manage salary insights in a single Platform with Alteryx. This data can then be used to design competitive salary and benefits packages with confidence. The data brought in directly from these sources can be used in repeatable workflows designed to automatically update with changing market trends. This assures HR departments that they’re not out of date with their offerings. Additionally, HR can communicate these insights to hiring managers and leadership as they regularly perform compensation reviews and reward cycle analysis. Having the means to analyze this data can go a long way in managing budget expectations and improving the employee experience.

Leveling Up Your Workforce

Salary and benefits alone, however, do not make up the employee experience. Many employees would like to continue to develop their skills or learn new ones to transition into a new area of the company. When companies make the necessary resources available to allow employees to up-level their skills, they’re taking the first step in improving long-term satisfaction and productivity. “Studies show that reskilling an internal hire may take a year or so, but it can be done with as little as one-sixth the cost of hiring an external candidate.” Unfortunately, while many leaders know they should provide talent and development programs, few know where to start. Many leaders also report that once they’ve created such offerings, they’re largely ineffective.

Data analytics may be the secret ingredient for driving success for talent and development. When companies are able to gain insights into where they have skills shortages and align those shortages with employees who would like to develop these skills, they can create customized learning and development plans to meet these needs. Understanding what skills their employees would like to develop can also go a long way in improving job satisfaction. Most employees report that they would like to find meaning in their work and be engaged in their day-to-day activities. When their daily responsibilities match skills they’re hoping to develop, this can be achieved. Leadership can also monitor how effective development offerings are with analytics to measure success of programs and make adjustments where necessary. **When companies can drive results internally, they not only save money but also go a long way in demonstrating their commitment to their workforce.**

¹ “Leading the social enterprise: Reinvent with a human focus”

THE ALTERYX PLATFORM

Learn more about the Alteryx APA Platform:

www.alteryx.com/platform

ABOUT ALTERYX

As a global leader in analytic process automation (APA), Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation. Organizations of all sizes, all over the world, rely on the Alteryx Analytic Process Automation Platform to deliver high-impact business outcomes and the rapid upskilling of their modern workforce. For more information visit www.alteryx.com

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Mastering Management

Beyond skills development, HR departments must help managers accommodate staffing and production schedule needs. Many companies are faced with whether they should manage internal employees or hire third-party contractors. Additionally, addressing how an employee's time is best spent is another key question. Companies must design appropriate work schedules that minimize downtime and disruption but also ensure their employees are not overworked.

With analytic insight, employers can effectively monitor productivity. With easy-to-view workflows, managers can determine where bottlenecks are occurring, and thus, where additional resources are needed — as well as where there are excess resources. Being able to quickly identify and respond to these issues can provide crucial insights to deliver increased productivity. When companies can optimize performance, their workforce is less likely to feel disengaged, a critical factor in the employee experience.

With appropriate analytic deployment, human resources departments can transform all areas of focus. No longer limited to guess work, leaders can accurately address concerns and respond in a timely fashion. Using data insights to drive decisions can improve performance, productivity, and employee satisfaction — all areas of concern for HR. Companies that have successfully engaged in the analytics revolution have seen improved targeted recruiting, reduced time to hire, increased productivity, and greater employee satisfaction. With an engaged and content workforce, companies can go a long way in achieving their objectives and succeeding in future endeavors. Find out more at www.alteryx.com.