

# HR TECH Outlook

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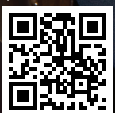
November - 10 - 2018

**BEYOND HR: THE  
BOLD NEW FACE  
OF CONNECTED  
BUSINESS  
INTELLIGENCE (BI)**

**PREDICTIVE HR**

Jamie Troiano,  
President

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By **Abhinov Punnakkal**

**I**t used to be the case once upon a time, that the more data you had, the better equipped you would be to make good decisions. The more, the better, so to speak. Current day enterprise practices have shown us, however, that this is only half true; that it is as much about quality as it is about quantity. This is a pertinent detail in enterprise-level HR management, to get the most bang for their buck from employee data—an area where a solution designed by HR professionals for HR professionals, would be critical. Fitting the bill is PredictiveHR, a company that develops solutions which offer actionable insights and visibility into a company’s operational HR management. To quote Founder and President Jamie Troiano, “We have all walked a mile in your shoes as we have all come from the HR world ourselves. We have defined things that HR would need and have built the technology to meet them.”



## Limitations of Excess

In a marketplace not lacking any department integration solutions, the challenge perhaps lies in there being too many options, not all playing nice with one other. C-level executives in their respective organizations are not getting clear and complete visibility into the health of their HR organization and processes. This is partly because everyone is trying to build a suite that could do everything, which of course, doesn't really work with too many gaps and because no single system could do it all well. With a best-in-breed solution, systems that usually talk to each other, ones that are in different areas, do not speak the same language while being set up. A classic example of this would be in an HRIS system, where one system has one verbiage say, for geographical locations, and yet the applicant tracking system would have another, making it very difficult to tie those systems together. Subsequently, no one system fits all, and the executives don't have a holistic view of their organization, with many piecing all the disparate



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data pieces together themselves. By the time they get the data extracted and put the information together, the system is outdated, and critical business decisions are made, which are weeks to months too old to be relevant to a company's HR management.

## Taming Data with Structure and Visibility

This is precisely the scenario in which PredictiveHR (PHR) adds the most value. Their solutions tie all those systems together, i.e., the HR, finance, IT, and all the other internal systems, and then they work with the company with their strategic consulting team to tell the whole story. "Because, any time you are looking into the data, you are trying to tell a story. And everyone is different and has a different story to tell, depending on the business problem that you are trying to solve," adds Troiano.

PredictiveHR takes a strategic approach while working with their client, as they have an intensive team of HR subject matter experts, data experts, UI specialists, and a process expert to assist in every single engagement they carry out. Once the analysis team steps in to get the proper story that the customer wants told, they then work with UI designers to tell PredictiveHR as to how they want that data visualized, in a way that is really easy to understand, even for

members not in HR. As a general observation, PredictiveHR notes that HR professionals tend to be non-technical. With powerful but disparate systems at their disposal, HR is at a loss, finding those systems generally too hard to manage and consolidate. PredictiveHR designs custom dashboards, where the user is able to derive insights within three to five seconds to understand what the health of their organization is.

The company is very Apple-esque, with the product walking you through its function, much like how an iPhone would. Their systems work so well, because they do all the heavy lifting for their clients, allowing them to be the actual business analyst. This in turn helps clients determine what their problems are, instead of putting together meaningless reports all the time. PredictiveHR always starts off at that very high level, and then proceeds to the drilling-in, making it very easy for HR and tying together the different systems engaged or connected to the data, as the starting point for all executives. HR can then go in and have access to all these easy-to-use dashboards and direct all the data to better system performance. For example, it is common that a user of PHR's system in HR management is looking into recruiting, while the recruiting manager is going over a profile with the hiring manager. These individuals involved would have the list of people, containing the profiles of required candidates in the final report, which they can send over to any higher-level executives wanting information on this. The end result is that with the PHR platform, every actor in this use case can look at the same profile right at their end, as they are speaking with the hiring manager. And so, because Predictive HR has one starting point when users want to drill down into the data, the solution can direct them toward the different systems as needed.

### **A Hand that Guides and Conducts**

A fact which many HR solution providers miss, however, is strategic consulting. With many just pumping out metrics, there is much doubt as to what those figures really mean and what is to be done with them. Predictive HR is helping users eliminate a lot of this noise and push the information that which is most important to them. PHR understands the business problems clients are trying to solve by designing dashboards that drive decision-making to solve those problems. PHR consolidates that data. Once the data is in PredictiveHR's system, the AI engine starts making predictions as to what would happen in the next 90 days.

In addition, PHR provides modeling tools that clients can use to measure and predict how employees and the business will react to certain actions. The solutions aid in some of the most diverse areas in the marketplace. In the automotive sector, for instance, a large auto repair company

was in dire straits with a significant attrition problem. Predictive HR was brought in to find a solution to this, and almost immediately, after looking at the client's data and consulting with them, they were able to determine that the issue was in planning and not attrition. The company operated with employees working by the hour, and thus a reduction in hours directly led to rapid turnover. With PredictiveHR's AI, they were able to give the client concrete numbers on the correlation between employees' dropped hours and the likelihood of resignation. If the employees drop four hours a week, there was a ten percent chance that they were going to leave. The PHR dashboards, in this case, served as a planning tool for all the local store managers to help optimize their teams and work capacity. This has allowed the client to pro-actively improve this situation and curb attrition, which had an immediate quantifiable impact on the financial performance of the business. The client saw significant improvement in their employee retention which drove revenue.



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### **In light of New Possibilities**

Currently in the process of further hiring, PredictiveHR has more than tripled in size over the last two years and is growing exponentially. They are focused on rapid advancement of their technology to keep the company ahead of the curve. With the constant evolving complexity of employment law, the company has an analytics tool that will give users an excellent starting point to identify and resolve problems affecting both the health of business operations and HR compliance. "By taking data and using our report, we can pinpoint exactly where we want to start looking when we start diving in and doing the consultative work that is required for audits." Adds Troiano, PredictiveHR's focus is and will always be toward adoption, growth, and innovation in helping executives solve real problems, not just with BI but also through offering strategic consulting. 