

5 Key Trends in People Analytics

Illuminating the Human Side of the Enterprise

People analytics may be one of the highest impact areas of opportunity for businesses today, yet it has gone largely untapped. While analytics technology has been successfully implemented across a wide expanse of business functions using structured data, insights into the human side of the enterprise remain invisible from corporate view and unharnessed for analytics.

This side of the enterprise encompasses every human element found within the behavior of the workforce, all of which can be measured. Consider the massive volumes of messages, emails, and documents shared by the workforce today. Lying within it is a plethora of information, knowledge, and insight, representing the entirety of the company's "corporate intelligence."

#1

New insights about the human side of the enterprise

With more data and greater technology, organizations are now empowered to answer meaningful questions about their people, culture, and organization. Here is a partial list of questions that companies are beginning to answer with people analytics:

TALENT INSIGHTS

Who are the most influential people in the organization?

Which employees are fulfilled with their work, and whom might we be at risk of losing?

Who are the experts on a particular topic?

What are the top trending topics?

Which managers are most effective, and what are their behaviors?

CULTURE INSIGHTS

How is company sentiment?
How has it changed over time, and why?

Are we making progress in diversity, equity and inclusion?
How do we measure it over time?"

Do employees feel a sense of belonging?

How can we predict and prevent turnover?

These questions about the “human side” of the enterprise are finally being brought into full view now with the help of people analytics. However, most companies have still not leveraged one of the most valuable sources of insight...

Leveraging unstructured data like emails, messages, and files

#2

Unstructured data shares one common characteristic: it's created by humans, for humans. This makes it incredibly powerful for understanding every element of the human side of the enterprise, including culture, performance, influence, expertise, and engagement. There's a reason Microsoft CEO Satya Nadella called a company's knowledge repository of communications "the most strategic database in the company." It's because employees share absolutely massive amounts of digital information and knowledge every single day, yet to this point it's been largely untapped.

Within this intelligence goldmine lies every digital footprint of the entire workforce, waiting to be leveraged.

DATA SOURCES

- Email
- Phone Calls
- Documents
- Instant Messages
- Calendars



INFERENCES

- Influence
- Expertise
- Leadership
- Efficiency
- Effectiveness

#3

From the sandbox to the “beach”

From the beginning, analytics has tended to focus on data “sandboxes.” Any analytics initiative starts with collecting a dataset—typically a small portion of all available data—and exporting it into a more manageable sandbox for analytics. Some problems arise from this approach:

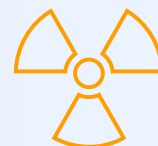
The dataset collected may not be representative of the entire dataset, leading to inaccurate conclusions. The most valuable insights are usually out of sight.



Data must be collected and exported before it can be analyzed, with little opportunity to get a feel for the data before it’s put in the sandbox. Every new iteration of collecting data requires more time and resources.



Duplicating data creates another data silo, which is usually ungoverned and can create numerous privacy risks.



These reasons are why there is a shift away from “sandboxes” to the “beach.” In this approach, organizations are able to “surf” the entire beach of data to understand what they have and what they’re looking for. This opens up a whole new world of data that was previously invisible from corporate view—and it can all be done before any data is collected or exported.

In-place analysis

#4

In-place search and analysis enables organizations to harness data without exporting data or creating duplicates. Rather than exporting documents for each analytics project, there is a growing trend towards gathering initial insights first, in-place, before any data is collected. The benefit here is that companies can first search across the enterprise to see what they have, understand what data will be useful, cull and manipulate their data, and even perform an early analysis. This is all done virtually, or “in-place,” before data is collected.




#5

Analytics + privacy


One of the biggest obstacles for effective analytics is the issue of privacy and governance. Collecting data created by employees can be a challenge, because that data can contain potentially significant sensitive information. GDPR and CCPA carry significant fines, and many approaches to analytics have no answer for privacy requirements. This is why it's essential to incorporate privacy as a focal point. Doing so may entail:



Minimizing private information before its collected.



Managing data in-place with privacy and governance policies, to ensure documents are only used for the purpose they were initially intended.



Only duplicating and exporting data when it's necessary, as unmanaged data silos can create additional risk.

A New Approach to Analytics

Introducing ZL People Analytics, a better way to tap into the human side of the corporation by finding and transforming unstructured people data into insight.

ZL Tech offers a platform designed to search for insights lying in unstructured data like emails and instant messages. ZL People Analytics provides the benefit of harnessing the entire “beach” of human data rather than just a sandbox, because the real insights are out of sight.



Enterprise-Wide Search

Analytics typically begins with a sandbox, yet most insights lie outside the sandbox, on the beach. ZL People Analytics scans the entire beach of enterprise content, from which users can search and drill for insight.



1,000X Faster Time to Data

By enabling real-time and in-place access to data, ZL People Analytics allows users to search and explore data without creating a copy or exporting, increasing time-to-data speeds by up to 1,000X.



Governance Enabled

Data is managed in-place (no copy), minimizing cost and liability while enabling privacy and governance.

At ZL Tech, we believe that data always tells a story. **It's time to listen.**

