

# Safeguarding talent and saving c.\$14m with predictive workforce analytics

---

## Background

Retaining key talent and providing a fulfilling work environment are critical to Experian's innovation and growth agenda. However, like with many businesses, staff turnover was an obstacle to meeting these ambitions. We addressed the problem by successfully applying what we do best – data and analytics.

## Challenge

In 2016, Experian's global HR function found itself facing resignation rates globally that were 4% over the industry benchmark. The knock-on effect was significant. Financially every 1% increase was costing the business around \$3million and ultimately putting a strain on growth and innovation.

Financial impact aside, a major concern was the challenge it posed to Experian's most precious asset – its people. Experian prides itself on providing a fulfilling working environment that inspires a culture of high performance and innovation. With more resource being diverted to recruitment and managing increasing resignation rates, HR was found it harder to maintain a focus on initiatives to benefit existing employees.

The challenge boiled down to data. With a one-dimensional view of its employee base, HR hands were tied. It had basic insights into why people were leaving, but with data in multiple systems and formats it was impossible to get a single source of truth.

## A clear business case

Leading the project was Olly Britnell, Global Head of Workforce Analytics and HR strategy, alongside Wendy Cunningham from Experian's Global HR team. They set about building a data-driven analytics solution that would equip global HR teams with advanced insight into employee needs and motivations. This detail would enable a more tailored approach to providing the types of benefits that people value and enable more informed retention strategies. According to Olly:

---

**“We have a well-established methodology to building analytical insight models in other industries which could equally apply to the HR sector. We were confident that with our expertise and data assets we could create a solution to move the needle on employee retention, create a more fulfilling working culture and save a great deal of money.”**

**Olly Britnell**, Global Head of Workforce Analytics and HR strategy

---

## Experian Predictive Workforce Analytics

### A data-driven transformation

Since launch, the workforce analytics platform has been transformative, driving positive outcomes for employees and delivering significant cost savings.

HR teams spend less time recruiting and on-boarding new employees. Instead they can focus on using the data available to ensure existing employees are fully engaged.

Improved retention rates are testament to this shift in employee sentiment. Less disruption means the best talent remains within the business, relationships are improved, and teams are more motivated to deliver.



Having been recently included in **Fortune's top 60 best workplaces in finance and insurance**, the results speak for themselves:

- Global attrition has **reduced by 4%**, saving the business \$14m over 2 years.
- The model has **transformed the culture of HR** from one which was reactive into a proactive and data-lead function. As a practical and transparent solution, non-technical HR business users across our global network now use the tool.
- Via predictive modelling **HR teams can proactively assess** the possible impact of different scenarios and make better decisions about how to offer the best possible support to employees. Examples of this include training program implementation, support with pay reviews and building targeted strategies to individual regions where employee needs vary dramatically.
- **Workforce Analytics** has been the engine behind important strategic initiatives. One such example is a defence plan for diversity strategy where it's supported the retention of top female talent.

## Experian Predictive Workforce Analytics

### Experian Workforce Analytics for Retention - a proactive and user-friendly solution

The platform takes in data from up to 200 employee attributes including core HR people and talent data to give a comprehensive assessment of those at risk of leaving. This 'risk score' is calculated by assigning the 15-20 attributes that can influence risk. Integral to its success are:



#### Additional data assets

Thanks to Experian's extensive data assets, the organisation is in the unique position of being able to 'layer in' additional data. Mosaic lifestyle and behaviour data add another dimension and Financial Strategy Segments (FSS) credit data also gives an indicator of financial security - another major factor in an employee's risk of leaving.



#### Multiple views

Spotting trends and implementing appropriate interventions means getting different perspectives. The workforce analytics platform provides both a high-level organisational view of risk, but also drills right down to team and employee level.



#### User-friendly interface and visualisation

Built with non-technical HR business users in mind, the tool can be used intuitively. Clear visualisation also allows them to easily digest the output and translate into a business context to share with stakeholders.

“The Workforce Analytics solution has saved us millions, but most importantly it's become the backbone of how we make the best decisions for our people. We're now better able to anticipate and predict what our employees value and that's helped us to retain talent that keeps Experian innovating. Our own success has been the catalyst to make this solution available to other businesses and I'm confident they'll start to reap the same rewards.”

Mark Wells, Group HRD

We now work closely with external organisations to help them tackle similar challenges by using the **Workforce Analytics for Retention** model.

Please get in touch to speak to one of our specialists about how we can help or visit [www.experian.co.uk/workforce-analytics](http://www.experian.co.uk/workforce-analytics) to find out more.

Registered office address:  
The Sir John Peace Building, Experian Way,  
NG2 Business Park, Nottingham, NG80 1ZZ

[www.experian.co.uk](http://www.experian.co.uk)

© Experian 2019.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.

C-00050 PWA CS