

Predictive HRSM Application – Case Summary

Predictive HRSM for a financial services company

Solution objective

- Optimize benefits and rewards offerings to get higher returns from the workforce budget while improving employee value

Target audience

- Two targeted applications – one for salaried employees, one for hourly employees

Deployment strategy

- Distributed via confidential email direct to employees
- Each employee received link with anonymous unique identifier

Analytics

- Full suite of HR analytics including: benefits relative importance, perceived value of each benefit option, comprehensive data filtering for unlimited segmentation analysis; value gap analysis, latent class analysis, heat maps, etc.
- Proprietary preference and cost analysis toolkit including: plan simulator modeling tool, plan comparison tool
- “Real time” analytics access – simultaneous with commencement of data collection

Results / impact

- Total rewards cost decreased by \$1,500 - \$4,000 per employee, per year while simultaneously increasing satisfaction, retention and engagement.

Illustrative screen shots



What is TrueChoice?

- ✓ Patented Analytics-as-a-Service solution for Human Resources; fully customized for every client; enables 'Predictive talent management'.
- ✓ Best practice technology measures 'how' individual employees make decisions; quantify their needs, preferences, perceived dollar value, satisfaction and expectations.
- ✓ Based on 460+ patented algorithms; powerful analytics and decision support in real-time.
- ✓ Everybody wins: Employees, HR leadership and Company.
- ✓ Proven track-record in total rewards and benefits optimization, recruiting, talent management, employer value proposition (EVP), employee experience measurement, etc.

Better employee experience

- Easy-to-use, fast, educational
- Email, website, mobile, kiosk, sales rep, call center, etc.

Actionable 1:1 insights

- Lead generation for recruiting and internal mobility, input for career management
- Personalized value proposition, offer optimization and messaging

Real-time employee analytics

- Real-time insights via 120 metrics
- Predict impact of programs on satisfaction, engagement, retention, productivity, etc.



Track-record: Measurable ROI

Cost savings while increasing satisfaction \$1,500-4000 per employee p.a.



Increased retention	+ 23 - 31%
Increased in engagement	+ 19 - 24%
Increased placement success ratio	+ 35 - 42%

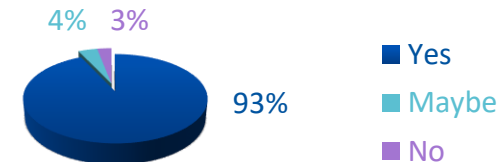
Reduction in recruiting costs by up to 80%

4 out of 5 employees agree they 'understand HR offer better' using the tool

Efficient - average usage time 4 to 7 min

Better customer experience, time savings, no survey fatigue

"Adds real value, is educational & helps me make better decisions."



- 91-96 % completion rate (without incentives)
- Personalized experience, optimized individual content and recommendations, "at my pace"
- 89% feel that tool builds "trusted advisor" relationship
- 85% agree "I'm in the driver seat" and "my company values my opinion"