CROWN
Workforce Management

Data sources

Leveraging data to inform strategic HR planning

Introduction

Bridging the gap between your organisation's corporate strategy and the workforce itself, a Human Resources strategy needs to be meticulously planned. A strategic HR plan sets the course for how a business will achieve its goals, by allocating resources in the most efficient way and outlining how it will overcome any resource gaps.

Naturally, operations and HR directors need the most accurate and relevant information possible to build a plan that will stand the test of time - but this is easier said than done. While most organisations have a wealth of workforce data at their disposal, interpreting this into actionable insights is difficult without the right technology stack.

So while your HR department may be able to draw trends from workforce data, it's likely they won't have the visibility or the tools to make truly data-driven decisions. Every move in strategic HR planning has the potential to impact the future success of an organisation, meaning HR departments need access to the best data insights possible.

This guide explains what is meant by data-driven decision making, and how a workforce management solution can help your organisation harness the right data to make better strategic HR decisions.

What is data-driven decision making?

Simply put, data-driven decision making is strategic planning that is informed predominantly by the information at an organisation's disposal. In the case of HR planning, this data will come from a range of inputs including:

- Attendance data
- Staff performance and productivity
- Churn and retention rates
- Recruitment data
- Career progression data
- Staff satisfaction

But this method of decision making isn't just about pulling raw statistics manually and hoping they will reveal the strategic HR direction an organisation should take. On their own, individual metrics for any of the types of data listed above will have limited value. They may capture a particular facet of the workforce over a certain period of time, but they won't tell organisations anything about why, for instance, churn rate is high, what the implications of this are for the future and the most effective action to take.

It's only when considered holistically that the mass of raw data an organisation is sitting on can truly be effective for long-term planning. Advances in analytics platforms over the past decade have given HR teams the ability to aggregate and process data in a much more powerful way. When creating HR strategies, they are now able to assess the most meaningful trends and use them to forecast more accurately.

Why HR decisions need to be driven by data

There is a tendency in some organisations to underestimate the value of data in their HR departments. This is likely due to how many people instinctively view Human Resources - given it is the management of people rather than balance sheets or raw materials, many people do not associate it with needing such a scientific approach.

But this couldn't be further from the truth. An HR strategy is not just a plan for allocating staff, it should be viewed as one of the key drivers towards an organisation's business objectives. Embracing data-driven decision making in HR is about finally being able to use historical data to improve the performance of a workforce and better align it to your corporate goals.

Leveraging data in the right way helps businesses to quickly identify every gap between their current capabilities and their future workforce needs. This enables them to drill down into exactly what solution is required for each challenge, and where the biggest priorities lie.

Take a company's recruitment strategy for instance. By using data on previous hires and how successful they have been, it's possible to significantly improve the success rate of new appointments. In an area that is as expensive, time consuming and critical to a productive workforce as recruitment, data can be an enormous asset if interpreted and used in the right way.

Actionable insights

Data-driven decision making
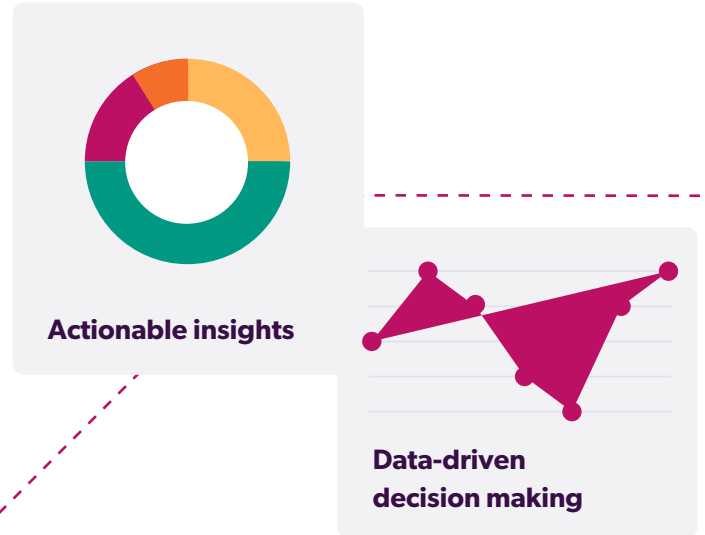
Data can be used to establish more fruitful strategies in a wide range of areas, from the composition of different teams, to an organisation's pay structure, to training and development, to disciplinary procedures around absenteeism.

Achieving truly data-driven HR planning with a smarter workforce management system

Strategic HR planning with data at its heart requires the right tools. An advanced analytics suite is a must-have to gain the kind of refined, actionable insights needed to take long-term decisions with confidence. The best solutions allow managers to build simple dashboards displaying powerful insights and trends, while allowing for easy comparison between different metrics and attributes.

To achieve a complete overview, an organisation needs access to data from all departments. For this reason, it is extremely beneficial for a company's analytics suite to be part of a wider workforce management system, where data can flow seamlessly from time and attendance, activity management, scheduling and employee management modules. This guarantees a single source of information, where data is not hidden or duplicated as a result of a lack of synergy between competing systems.

Best-in-class solutions, like Crown Workforce Management, are also able to easily integrate with any third-party HR system. This makes it easy to deploy a new HR strategy and track workforce performance closely.
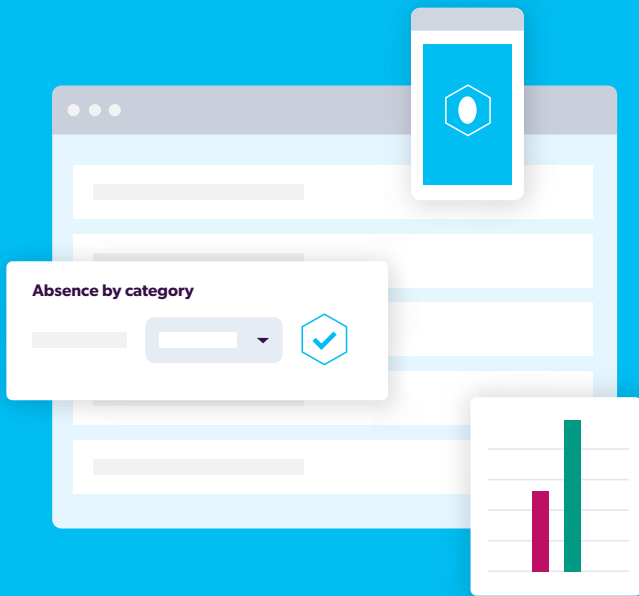
Make smarter long-term HR decisions with Crown

Crown Workforce Management's advanced analytics capabilities give our clients all the insights they need to make proactive decisions that drive efficiency and cost savings in their workforce over the long term:

- Integration with Microsoft Power BI® shows huge amounts of data in simple form
- All dashboards created by leadership teams can be shared across an organisation
- Data is brought together from all Crown's core features to give a true picture of the workforce

Find out more about how Crown Workforce Management can help your organisation create better, more powerful HR strategies by contacting our team today!

Speak to a specialist

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