

Big Data in HR and Talent Analytics: Is it time you understood it all?

Big Data has been a real topic of interest as of late. The Internet is filled with stories and discussions around the subject and the general consensus amongst those in the know is that it will truly change the way we work. But how?

What is Big Data?

It is commonly known as a storehouse of information that can be turned into actionable insight; whether it's collecting performance statistics or analysing the skills and attributes of high performers. Big Data can come from social skills, emotional intelligence, flexibility, attitude and initiative.

Social sites such as LinkedIn, for instance, store the details of people who are signed up to the site. With LinkedIn, if HR were to search for potential talent for their organisation then everything they would possibly want to know about that person is on their profile. The greater the online presence; the greater the data.

Companies are utilising Big Data more and more. Take Amazon, for example. With the searches and buying history of their customers, Amazon comes up with recommendations for new purchases. Everyone loves a recommendation and Amazon has got Big Data analysis spot on. But how can it help you in your role and company? How can HR benefit from using Big Data?

HR using Big Data

There are a variety of different ways in which HR can use Big Data but it is easy to become overwhelmed by the sheer volume of data out there. That's why HR's first port of call should be to ascertain just what the company needs to find out before looking in more depth for the data they will need.

Are you looking for a more cost effective way of hiring? A better understanding of how to target candidates faster? Do you wish to calculate the effectiveness of current job advertising efforts? These are just a couple of questions you could answer with the help of Big Data.

It's not all about new candidates however; Big Data can also refer to statistics from current employees. You have access to statistics around employee performance, engagement within the company and absenteeism; but do you utilise this?

According to bersin.com, there are only around 6% of HR departments that believe they are 'excellent' in analytics, whereas 60% believe they are poor or behind. Similarly, The TCS 2013 Global Trend Study researched into the greatest Big Data challenges and at the top of the list was, 'Understanding where in the company we should focus big data investment.'

In contrast, a study by EUI for KMPG.com found that 56% of HR functions report an increase in using data analytics compared to three years ago.

Andreas Lohff, Co-Founder of the *cut-e* Group and responsible for the *cut-e* Partner Network, says "the more mature markets are focusing on how to improve building on what is already accepted practice."

Despite the challenges of deciphering Big Data, it is a very useful tool for HR. One of the main benefits of course, being the fact that it can be used to improve employee retention by determining who is most likely to leave and trying to discourage them.

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What next?

HR directors, who are not fully up to speed with Big Data should start this process slowly. Understand exactly what Big Data is and what the company is looking for. It's important to know what the company needs and what data is needed to grow and develop. Once you understand, you can branch onto bigger data reports, but just remember that the data comes from you, from the answers you need and the type of questions you ask.

For more information and related documents about how to get the most out of assessment, please refer to <http://www.cut-e.com/predictive-analytics>

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