

**DATAMATICS**

**PEOPLE ANALYTICS SOLUTION:  
ELEVATE YOUR WORKFORCE  
EXCELLENCE**



Happy employees lead to happy customers!

The pandemic and the prevailing economic landscape and recession have collectively brought about changes in employee expectations from organizations, consequently affecting their satisfaction. While companies hire the best of people, creating the best of experiences is also important to retain them.

The Datamatics People Analytics Solution offers a comprehensive toolkit designed to revolutionize your workforce management strategies, enhance employee experiences, and drive tangible results throughout the employee lifecycle.



## Why Choose Datamatics People Analytics Solution?

### Talent Sourcing Analytics

- Data-driven strategies for effective talent sourcing
- Analysis of sourcing channels' effectiveness
- Insights on best sources for quality hires

### Onboarding & Engagement Analytics

- Optimizing onboarding and engagement with analytics
- Measuring the success of onboarding programs
- Identifying key drivers of employee engagement

### Hiring Analytics

- Enhancing recruitment efficiency with data
- Time-to-hire and quality-of-hire metrics
- Cost-per-hire analysis for budget optimization



### Talent Attrition and Retention Analytics

- Data-backed strategies for talent retention
- Predictive analytics for potential attrition risks
- Analysis of employee turnover trends

### Employee Lifetime Value Analytics

- Maximizing value from your human capital
- Analysis of employee productivity over time
- Estimation of employee's financial contribution

### Workforce Planning Analytics

- Strategic insights for optimal workforce management
- Predictive modelling for future staffing needs
- Analysis of workforce demographics and skills

### Employee Wellness, Health & Safety Analytics

- Promoting wellness with data-driven initiatives
- Tracking health and safety incidents
- Analysis of wellness program participation and outcomes

# THE IMPACT?

## Increased Retention:

Drive higher employee satisfaction, resulting in reduced attrition rates and the retention of your top talent.

## Enhanced Productivity:

Optimize workforce planning and engagement, leading to improved productivity and overall team performance.

## Cost Efficiency:

Streamline recruitment, reduce hiring costs, and allocate resources more efficiently with data-driven insights.

## Strategic Decision-making:

Base your decisions on concrete data, ensuring a more effective and forward-thinking approach to human resource management.

# SUCCESS STORIES

Case	Client Problem	Datamatics Solution	Impact Created
Hiring Analytics helps identify positive traits to be matched while hiring, thus reducing the recruitment TAT	A financial services client wanted a scientific method to identify suitable profiles for an available position. With multiple resumes for a single position, it became increasingly difficult for the HR team to screen them all.	We started by assessing the data landscape. We analyzed the traits of two types of staff- one who stayed longer and another, who were expected to perform better. The data was analyzed by deploying Discriminant Analysis Model to identify traits that were common in both categories. These traits were converted in personas, becoming focal points for the HR team while shortlisting profiles.	<ul style="list-style-type: none"><li>• Average turn-around-time for hiring reduced by 32%</li><li>• Cost per hire reduced by 19%</li></ul>
Workforce automation assisted the client in precisely estimating the workload. This further helped in accurate staffing, increasing operational efficiency.	The client faced a problem of inaccurate workload forecasting which resulted in either understaffing or overstaffing. This led to increased costs and directly impacted the business	The Datamatics team leveraged the historical data including call logs, agent level data, incident data, and shrinkage data. Stochastic Modelling was used instead of traditional deterministic models to handle the uncertainty of engagement demand. These models successfully predicted the probability of a drop in engagement in the Call Centre business and precisely estimated the manpower required to meet the call demand.	<ul style="list-style-type: none"><li>• Improved Operational Efficiency by 35%</li><li>• Increased Profitability by 21%</li></ul>
Employee attrition analytics powered by Connected Data Strategy helped in save millions in recruitment & and training by reducing employee replacement costs	For two years the client saw a continuous rise in attrition rate. This directly impacted the bottom line as the cost per replacement increased significantly. The client needed insights on key factors that could aid employee retention and help predict attrition.	Leveraging advanced analytics, we analyzed employee-related information like demographics, job data, performance, etc. This data was run through a curated AI/ML Model to categorize the employees in high, medium, and low-risk categories. We further identified the top 3 drivers in order to retain the performing employees.	<ul style="list-style-type: none"><li>• Employee attrition reduced by 34% on a YoY basis</li><li>• Average employee satisfaction increased from 2.8 to 3.7</li></ul>

# KEY AWARDS & RECOGNITIONS



Datamatics named as 'Leader' in IAOP 2021 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics recognised at UN Global Compact Network India Innovative Practices Award "Women at Work" 2020



2018 IBM Best Solution Led Client Win Partner



2019 IBM ASIA PACIFIC Excellence Award for Top Transformation Business Partner



Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology



MRSI Golden Key Award 2019 for 'Best Business Impact through Analytics'

## ABOUT DATAMATICS

Datamatics is a Digital Operations, Technologies and Experiences company that enables enterprises to go Deep in Digital to boost their productivity, customer experience and competitive advantage. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection.

Datamatics does business with global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media and Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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