“People Analytics”
Welcome to the future of work.
Millions of people go to work everyday unhappy.

➢ Gallup estimates that actively disengaged employees cost the U.S. up to $605 billion each year in lost productivity.

➢ Only 32% of workers feel engaged at their jobs.

➢ Companies with happy employees outperform the competition by 20 percent\(^1\), earn 1.2-1.7 percent more\(^2\) than their peer firms, and are 2.1 percent above industry benchmarks\(^3\).

➢ Happy workers are 12 percent more productive than the average worker, and unhappy workers are 10 percent less productive.
The Time is Now

- Last year companies lost over $2.1 trillion of market value on failed organization change initiatives.¹
- People-related organizational health has historically been data-less. Corporate transformations fail because of lack of agility, cooperation, or engagement from employees.
- 40-50% of Fortune500 will be replaced in 10 years.
One Size Fits Few

- New campuses
- Open office concepts
- Co-location
- Remote work
- Road warriors
- …and, Slides?

How do you get work done?
We Coined the Terms:

“People Analytics”

“Social Physics”
Who’s Seeing the Value?

2 of the Largest Oil & Gas Companies

International Oil & Gas Company
1: Measured communication patterns across globally dispersed teams
2: Optimized HQ Relocation

Impact:
➢ Identified high and low performing communication structures
➢ Adjusted communication on low-performing teams (minimized information blocks & lapses in productivity) which led to increased performance
➢ Improved efficiency & speed of workflows by a meaningful +5% margin post-relocation

2 of the Largest Banks/Asset Management Companies

U.S. Bank
Improved productivity & employee retention

Impact:
➢ 27x annual ROI
➢ 23% increase in productivity
➢ 28% increase in employee retention

European Bank
Improved performance gaps between branches

Impact:
➢ 11% increase in sales in one year (surpassed $1 billion)

3 of the Largest Pharmaceutical Companies

International Pharmaceutical Company
Identified the cause of performance gaps between teams

Impact:
➢ Implemented more frequent team building activities after identifying that employees who interacted more with their teams were happier and more engaged
➢ Connected tenured employees with junior partners after identifying that tenured employees had lower levels of productivity and energy
➢ Redesigned current space to maximize interaction and saved millions of dollars on a potential building addition
Privacy: The 3 Laws of People Analytics

1. Opt-In

- Participant consent forms
- Clear, defined expectations for participation and data usage
- Q&A/Town Hall with participants
- Ability and process for opt-out at any time

2. Aggregation

- We care about metadata trends
- Group averages are likely anonymous
- Removing names is not anonymous
- Best practice: Hashing + salting with strict firewalls between IT and People Analytics

3. No Content

- Wiretapping laws
- Operate internationally without changing how we deal with data
- Content doesn’t matter*

*In laboratory studies where we have coded content, we typically see a 5-10% lift in predictive power. That’s not nothing, but not worth the trade off!
Companies have historically been in the dark about how teams actually work.

By applying AI, ML, and ONA to rich organizational data sources (APIs, badges, sensors), companies can get real-time insights.

Now, companies can measure collaboration, intervene at critical times, and improve how work gets done.
There’s a rapidly growing interest in People Analytics.

We’re at the forefront.

As featured in:
We Have the World’s Largest Repository of Workplace Collaboration Data

Proprietary data & analytics collected over 10+ years

Enterprise in-person data
- Only player in F2F communication data
- More than 13,000,000,000 data points including badge, BT ID, cell phones, and entry data
- The only large scale dataset in the world with audio, location, and motion data

Integrated with digital communication data
- More than 300,000,000 digital communication records
- Microsoft Exchange, Office365, GSuite, and more
We are the Pioneers of People Analytics

Humanyze was born at the MIT Media Lab where we coined the term “People Analytics.”

Our proven solution uncovers previously hidden data-patterns about how work gets done in an enterprise.

Our pioneering analytics apply behavioral science, organizational network dynamics, Artificial Intelligence, and Machine Learning to help organizations make better decisions.