

GUIDE

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PEOPLE ANALYTICS EVALUATION GUIDE





People analytics enable lasting HR transformation

The role of HR is forever evolving and transforming. In recent years, there's been a shift from HR as a support function to HR as a force multiplier on talent, wherein HR leaders are strategic partners in driving organizational success. With the right data, HR can deliver actionable guidance to the business in ways that move the needle in big and bold ways. Achieving this requires the right tech stack.

Today, 60% of organizations use three or more tools for people analytics, yet a majority (71%) admit they're unable to extract the insights they need and feel like they're drowning in data.¹ As a result, many spend scarce time and resources on manual analysis rather than strategic decision-making. A dedicated people analytics solution can accelerate analytics

journeys and access to necessary insights, enabling HR to be a more strategic partner with business leaders to drive outcomes through their teams.

Implementing a people analytics solution might seem daunting or costly, but it doesn't have to be. The key to a successful implementation lies in clearly defining desired business outcomes and getting stakeholder buy-in. Consider the functionality business users will need to investigate and solve workforce challenges. It's also essential to factor in the amount of work required to integrate and maintain the solution. Here, we offer practical tools and tips and a scorecard to help you evaluate people analytics software and make the best choice for your leadership team.





Five considerations for choosing the right people analytics vendor

When you're evaluating people analytics platforms, compare vendors' existing capabilities and functionalities and consider what their long-term roadmap looks like—including artificial intelligence (AI) and machine learning (ML) approaches. Here are five key considerations and questions to ask each vendor.

1. Data handling and scalability

It's essential to ensure the platform can handle source system changes, including those which are customized, and adding or removing systems. Additionally, understand if the system is equipped to handle increasing data volumes. If there's a risk of potential performance and user experience issues, it can negatively impact usability and adoption.

Questions to ask:

1. How efficiently can the software handle changes to source data?
2. Have any of your enterprise customers experienced performance issues with large datasets?
3. Are you able to offer a fully interactive analysis experience?

2. Enterprise complexity and flexibility

The platform should support complex workflows tailored to unique enterprise requirements and have prebuilt connectors for integrating HR and business data from various sources into a unified model. It must also prioritize strict security measures to protect customer data from wrongful exposure, comply with data protection policies like GDPR, PIPEDA, CCPA, and ensure sensitive data can only be accessed by the people within the company who have the right permissions.

Questions to ask:

1. Can the platform seamlessly integrate with other systems and extend into the broader business technology ecosystem?
2. What type of third-party audits are conducted?
3. What's the vendor's data protection policy?
4. How are users authenticated in the system?
5. Is there single-sign-on and authentication that complies with our internal enterprise security policies?
6. Are there prebuilt connectors with HR and business data sources to ensure a seamless data ingestion process?
7. Is there a data out export feature to seamlessly send people data and metrics to downstream systems?



3. Long-term partnership focus

Implementing a people analytics platform typically requires change management and a shift in mindset, which can be difficult and result in rollout delays. To set your team up for ongoing success, work with a vendor that understands people analytics best practices, is knowledgeable about the most common questions HR leaders ask, and can support your organization with internal process changes.

Questions to ask:

1. Will we have access to ongoing guidance on people analytics best practices from a dedicated Customer Success Manager (CSM) or account representative?
2. Do you offer a clear path or maturity model to help enhance my organization's level of people analytics sophistication over time?
3. Do you support change management within my HR Organization? If so, how?

4. Customer validation

Vendors should be able to demonstrate a track record of success with a range of enterprises across industries. Look for case studies, product reviews, and testimonials from customers to gauge how the platform might work for your organization.

Questions to ask:

1. Can you provide case studies or testimonials showing actual business benefits from customers?
2. Are there third-party studies or customer reports on the ROI of using this solution?
3. Can we speak directly with any of your existing customers?
4. Are there services or programs available to connect us with peers among your customer community?

5. Ongoing innovation and a strong product vision

Having a strong product roadmap and vision that will meet the future needs of HR leaders is imperative, especially with AI/ML advancements.

Questions to ask:

1. How do you see the HR function evolving?
2. How will your product roadmap support our people analytics goals and journey?
3. How often do you release new features?



Capabilities assessment scorecard

For each functionality, assess its importance and evaluate how well the software vendor can meet your needs using the scoring criteria below. After evaluating all features, add up the scores. Focus on features with the highest scores as these are most critical to your organization. Ultimately, you want to choose a vendor with top scores in the areas your buying committee cares about the most.

SCORING CRITERIA

LEVEL OF IMPORTANCE

HIGH	Feature is essential to your HR objectives and business goals
MEDIUM	Feature is highly desirable, but not essential to the organization's objectives
LOW	Feature is optional and will not be a blocker to success if it's not met
NOT REQUIRED	Feature is a nice-to-have

Use this table to rate each feature based on its importance to your organization. This helps prioritize the features you need most.

FEATURE SCORE

4	Feature is highly developed
3	Feature is adequate
2	Feature is sub-optimal/poor
1	Feature or functionality is not available and is not on the roadmap for at least 6 months, or level of functionality is unknown.

Use this table to score each feature based on how well it meets your needs.

Capabilities assessment

Questions to ask	Importance of functionality	Level of importance	Feature score
ANALYZE & DISTRIBUTE INSIGHTS			
Can the software perform time series analysis to track the entire history of an entity, such as an employee or a requisition?	Provides a comprehensive view, such as an employee's entire journey or the entire hiring process, rather than just a snapshot.		
How detailed is the analysis of changes supported? For instance, is it daily, monthly, or fully granular?	Allows viewing a detailed timeline of events, like when an employee is promoted.		
Does the system recognize organizational hierarchy changes?	Essential for managing HR data with multiple hierarchies and frequent changes, such as department mergers, new locations, or updates in reporting structures.		



Questions to ask	Importance of functionality	Level of importance	Feature score
Does the software provide analysis for groups of people sharing a common point-in-time trait with the ability to track that cohort over time?	Enables trend analysis of cohorts over time, such as newly hired employees or women managers promoted in a certain year.		
Are prebuilt people analytics analyses and visualizations ready to use upon data upload? Can they be customized and extended?	Prebuilt content enables quicker adoption and value realization by eliminating the need to design and build dashboards and visualizations from scratch.		
Can HR teams use the software to forecast workforce performance and run “what-if” scenarios?	Predicting outcomes before changing strategies, spending, or allocating resources can improve decision-making efficiency.		
Are benchmarks part of the software? If so, and how large and diverse is the dataset?	Assists your organization in benchmarking against industry standards to define what good looks like.		
Is AI-powered search available out-of-the-box?	Pre-configured solutions cover most use cases, accelerating user adoption.		
Does the platform enable you to configure the attributes used in AI-powered calculations?	Guarantees that the metrics align with your organization’s definitions.		
Subtotal			
MAP & MANAGE PEOPLE DATA			
How does your platform process and standardize data from different sources?	Understanding how data is combined and analyzed into insights is crucial to ensure it aligns with your data governance and management approaches. Knowing the limits of the types of data you can import is essential, as it affects analytics outcomes.		
Are there limits to the number and types of sources you can integrate and consolidate?	As your analytics needs expand and you cover more use cases, you’ll need a system that supports multiple data sources.		
Does the system automatically validate incoming data for anomalies as it is loaded?	Identifying data issues before they go into production helps minimize errors, enhances user satisfaction, and boosts confidence in your data.		
Does the system enable you to combine HR and business data?	Allows you to understand the influence of your workforce on revenue or other key performance indicators (KPIs).		
Is there a feature to report on the quality of data?	Enables you to flag and fix data discrepancies and improve the integrity of data in source systems.		



Questions to ask	Importance of functionality	Level of importance	Feature score
Can you modify and extend the underlying data structure?	When business changes occur, like mergers or reorganizations, you may need to adjust the data model and incorporate new information.		
Can we create new logic and metrics and extend the data model?	Ensures you can report on the metrics and KPIs your organization tracks.		
Subtotal			
CHANGE & LIFECYCLE MANAGEMENT			
Does the platform have a user interface for managing projects, deploying updates, adding new data, and setting up users?	Simplifies the entire lifecycle management process, making it faster and more secure. This minimizes errors, downtime, and interruptions for users.		
Subtotal			
SECURE & ADMINISTER			
Does your solution follow enterprise-grade security policies and protocols, such as SOC II and data encryption?	Robust security practices should be in place to protect your sensitive people data from wrongful exposure.		
Can we customize user permissions with precise control, ranging from no access to detailed or aggregate-only views of data and content?	Ensures only those that need to view certain content or data have access.		
Does your solution offer single sign-on (SSO)?	Allows users to log in with their existing corporate credentials, a common requirement of enterprise IT teams for software adoption.		
Are dynamic role-based permissions available? For example, can we assign specific access rights to all customer-facing staff across various job titles?	Ensures faster set up and rollout of insights without the need for frequent permission updates due to role changes. Creating one user group and assigning dynamic permissions is much more scalable than assigning individual permissions.		
Does the system have the ability to securely deliver analytics to users via email?	Enables easy distribution of insights to users across the business.		
Is it possible to secure user access to data at the following levels: • Row-level data access • Aggregate data access • Access to specific datasets and metrics • Permissions for actions within the analytics platform, like creating and sharing analytics	Provides assurance that correct data access is provided for the intended users.		



Questions to ask	Importance of functionality	Level of importance	Feature score
Can user access to calculated, grouped, and aggregated data be secured?	Enables you to define varying access levels—on top of data access controls—for calculated and aggregated data through specific content packages.		
How does the system ensure AI/ML features are securely implemented?	Helps you understand the security protocols for protecting sensitive data, especially when AI or ML technologies are enabled.		
Subtotal			
USER EXPERIENCE			
Is the interface user-friendly, reducing the need for extensive training?	The interface should be easy for all users, from infrequent business users to HR business partners (HRBPs) to people analytics teams.		
Can users easily search for relevant content?	Users need the ability to see results in their preferred way. For example, a user might need to slice and dice information on the fly, like applying filters for specific age ranges.		
Is there explanatory text provided with analyses to provide context and links to supporting resources?	Contextual explanations help users, especially non-HR staff like managers, understand the analysis.		
Can users access data and metric descriptions within the app?	Access to data descriptions helps users understand what they're seeing and which values to use.		
Does the platform support applying new visuals to existing analytics?	End users require the ability to customize visuals for presentations.		
Are users able to save ad-hoc analytics to use or share later?	Saving ad-hoc analyses provides flexibility for users to interpret results later.		
Can users create analytic stories and dashboards with embedded context and links to other resources?	This functionality assists with developing the storylines and themes from the data.		
Are users able to ask questions in plain language and get the answers they need?	Determines how effectively the AI engine works to deliver insights.		
Subtotal			
SERVICES			
Do you provide best practices, phased implementation, and the ability to add use cases when our organization is ready?	Boosts solution confidence without needing a massive rollout.		



Questions to ask	Importance of functionality	Level of importance	Feature score
Do you offer ongoing training, like an online university, to ensure our team's success?	Continuous training enhances adoption rates and user satisfaction.		
Is there 24/7 technical support available?	Ensures analytics support around the clock.		
What level of support is provided for analyses, including custom analyses?	Ensures users can run any type of analysis and will receive support if they run into a problem.		
What is the pace of innovation? How frequently are new features, content, and datasets added to the data model?	Helps your team understand whether the vendor has regular releases and is keeping pace with market needs.		
Do you provide ongoing content maintenance, add new metrics, and configure concepts?	Ensures the solution will evolve to align with the needs of your business.		
Do you offer a customized rollout plan?	Ensures the implementation will match your organization's specific needs.		
Can you access online training and materials for administrators, data analysts, and end users?	Provides ongoing learning opportunities to level up of your team's analytics capabilities.		
Is there an online community dedicated to success in workforce analytics and planning, including resources that directly support your successful adoption?	A group of like-minded HR professionals to connect with ensures continuous learning.		
Is a customer success manager assigned to our organization?	Ensures admins and users will gain ongoing value and can expand the insights available to business leaders.		
Subtotal			
TOTAL			



People analytics drive business impact

+80%

Royal DSM regained 80% of time previously spent manually gathering data.²

-50%

Sunstate Equipment used insights to reduce turnover by 50%.³

-70%

Experian established a single source of truth and cut reporting time by 70%.⁴

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"We were able to establish a global standard for how things would be calculated and used. We were doing some people analytics within the organization prior to going live with Visier. But we were doing it in regional pockets or location-specific pockets, and everybody was doing something slightly different...we relaunched with very specific things that people were asking for, and had a clear line of sight into how they were going to be used."

Steven Piperno

Head of Global Workforce Analytics
FIS Global





See why Visier is the most-loved people analytics solution

Selecting the right people analytics technology is just one piece of the puzzle. Successful also hinges on the service and support you receive from the vendor. Visier partners closely with your organization to provide industry-leading expertise and change management best practices to ensure your team is successful with our solution.

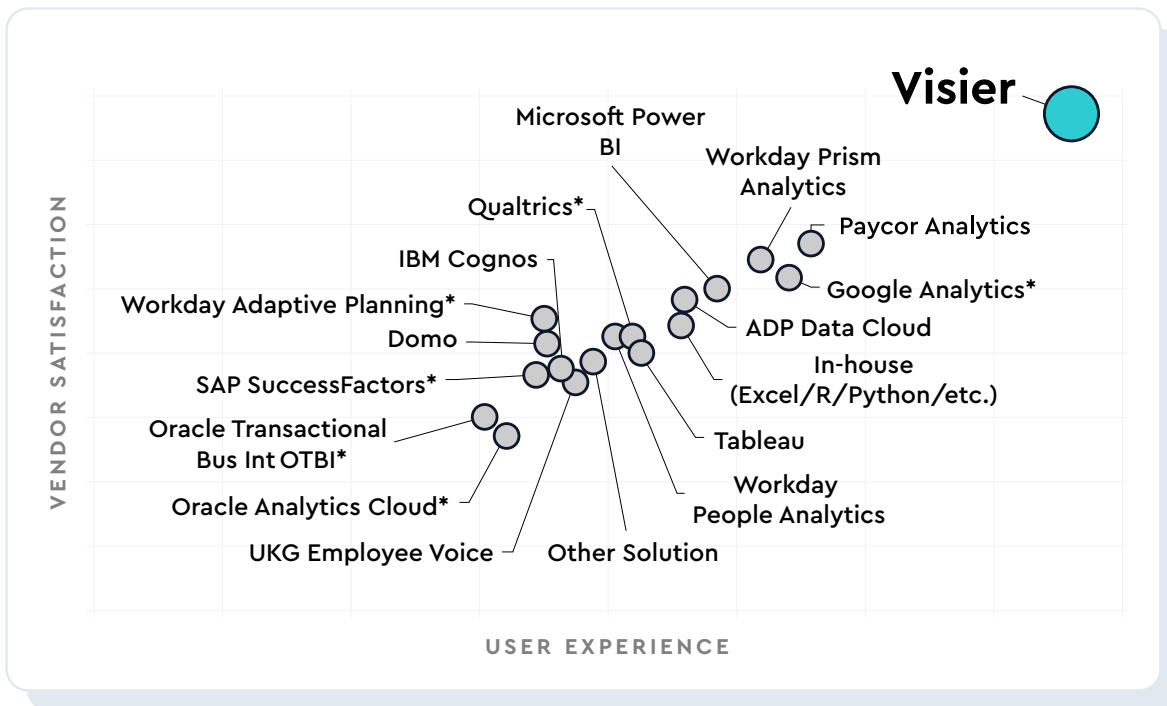
According to Aptitude research,⁵ 72% of enterprises are unhappy with their current people analytics solution. Visier has been named tops in both Vendor Satisfaction & User Experience by Sapient Insight Group for two years in a row.



"Visier gives our leaders a holistic view by creating insights about our business and our people. Once leaders can see that people analytics is applicable to solving their problems, they use it, which in turn helps build their capabilities as strategic people leaders."

Sally Young

Chief People Experience Officer
Reece Group



Let us show you what Visier can do

Contact us at sales@visier.com. We'll help you build a complete business case for a people analytics solution based on the specific use cases for your organization.



Endnotes

- ¹ Forrester. (2023, March). Dedicated People Analytics Solutions Consolidate Data For Faster, More Efficient Workforce Insights. Visier. visier.com/lp/forrester-people-analytics-report/
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- ³ Sunstate Equipment Used Insights To Reduce Turnover by 50%. Visier. (2023). explore.visier.com/sunstate-equipment/
- ⁴ Experian Established a Single Source of Truth and Cut Reporting Time by 70% With Visier. Visier. (2024). explore.visier.com/experian/
- ⁵ Laurano, M. (2024, February 16). New research and trends in people analytics. Aptitude Research. aptituderesearch.com/people-analytics-research/

About Visier

Visier is the recognized global leader in people analytics, workforce and compensation planning, embedded solutions, and GenAI for people answers.

At the core of Visier's innovations is a simple premise: People impact is business impact, and you can't manage what you don't measure. Visier gives people-powered organizations the tools and insights to drive productivity, performance, and business outcomes through people impact.

Founded in 2010 by the pioneers of business intelligence, Visier has over 50,000 customers in 75 countries, including enterprises like BASF, Panasonic, Experian, Amgen, eBay, Ford Motor Company, and more. Visier is headquartered in Vancouver, BC with offices and team members worldwide.

For more information, visit visier.com.



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