

A GUIDE TO

EMPLOYEE EXPERIENCE ANALYTICS

FOR HUMAN RESOURCE TEAMS



Employee
Experience
E-book

 **Repustate.**
data in sight

PREFACE

People management is the cornerstone of an organization's human capital. That's why employee experience (EX) analytics (or people analytics) is so critical to the larger business goals of any company.

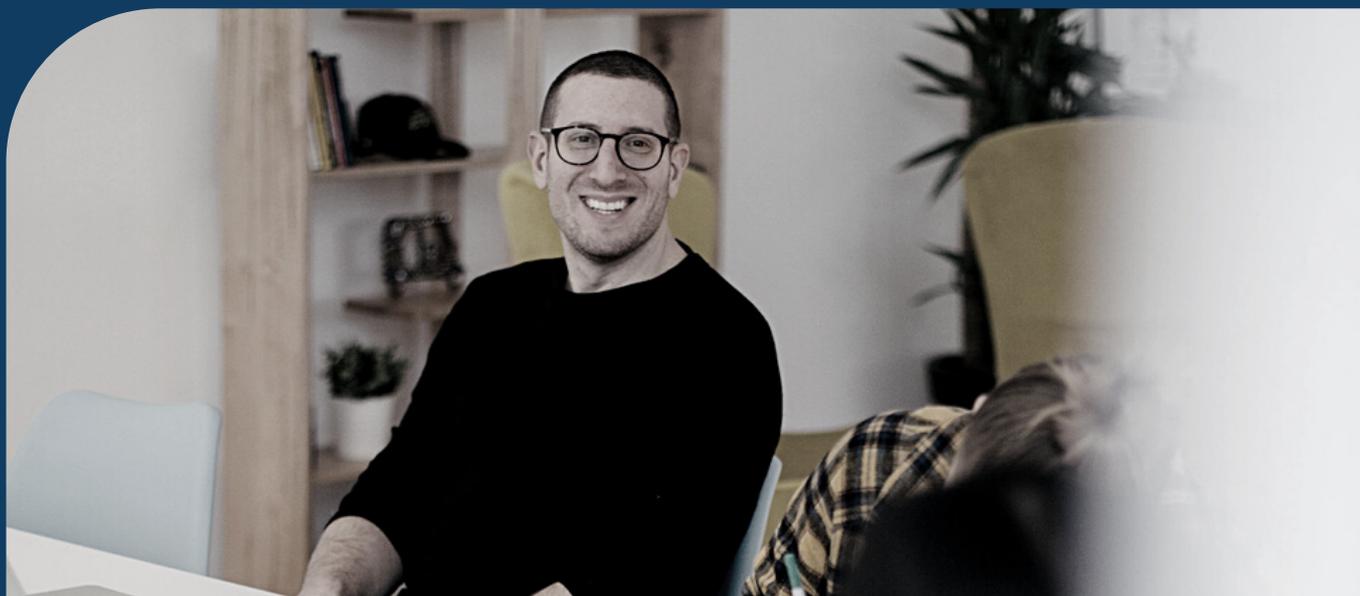
In a dynamic and competitive business landscape, HR strategies need to go beyond traditional HR management approaches. An AI-driven employee experience (EX) platform empowers you to do this.

This e-book aims to show you how you can transform your people management strategies and decode EX analytics with accurate and actionable AI-enabled insights.

Leverage AI-lead, data-driven insights to know your employees better. Use the insights to develop a clear, measurable, and effective HR roadmap to nurture employee engagement and build a stellar corporate culture.



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EMPLOYEE EXPERIENCE- KEY ASPECTS

- Create a nurturing work culture built on trust
- Check employee satisfaction levels throughout the employee lifecycle
- Identify factors that lead to high employee turnover
- Create meaningful strategies to improve managerial efficiency
- Develop strategies for higher employee engagement
- Identify areas that employees find unproductive
- Develop better time and workflow management; and much more

WHY AN EX ANALYTICS PLATFORM IS VITAL

EMPOWER EMPLOYEES

Build trust; nurture employees; build strategic career development paths

1

2

EMPOWER HR

Boost HR plans with powerful, AI-driven tools for talent management enriched employee engagement

3

ORGANIZATION

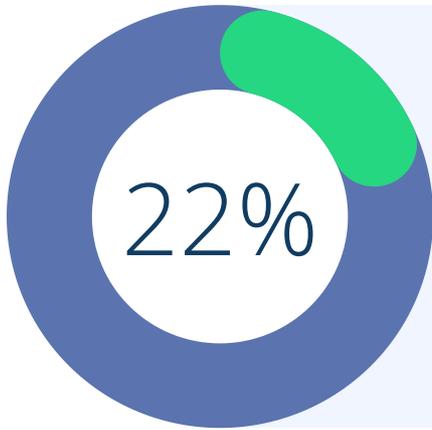
Use people analytics to measure the effectiveness of HR programs and build a thriving corporate culture

4

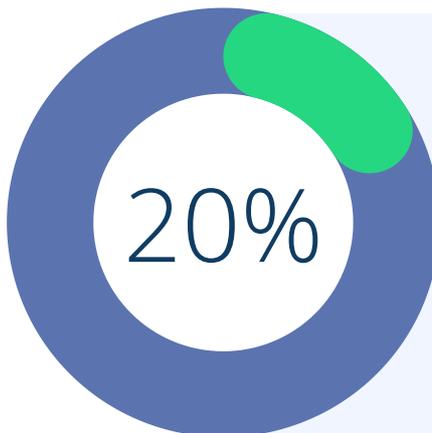
EMPLOYER BRAND

Strengthen your employer branding strategy to attract top talent and retain star employees

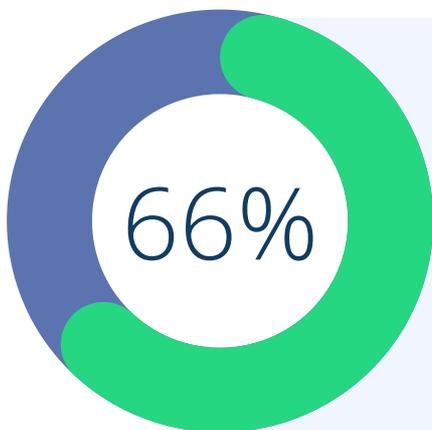
EMPLOYEE EXPERIENCE - KEY STATS



Companies with **high employee engagement** are **22% more profitable** and attract better talent ¹



20% of top candidates **consider work culture an important criterion** when deciding to choose a role ²



66% of employees **leave an organization due to employee loneliness** and lack of acknowledgement ³

1. OfficeTeam Survey 2017

2. Research Paper, 'Happiness and Productivity' by Andrew J Oswald, Eugenio Proto and Daniel Sgroi

3. Gallup - State of the Global Workplace: 2021 Report

WHY ORGANIZATIONS STRUGGLE

.....WITH IMPLEMENTING THE RIGHT EMPLOYEE EXPERIENCE STRATEGY

It's only recently⁴ that brands have shifted their focus towards recognizing employees as the cornerstone of an organization's business growth. This has led to a much-welcomed investment in human resource management for improved employee engagement, which in return, has proven to increase HR productivity and efficiency.

As a result, employee experience (EX) analytics now lies at the core of workforce management and an organization's success. Yet, studies show that even though organizations aim to develop people-centric practices, many struggle with implementing the right EX strategy.

This is because of two reasons.

1. Companies rely on outdated methods to gather and analyze employee feedback.
2. They miss out on important aspects that only sentiment analysis of voice of the employee (VoE) data can give.

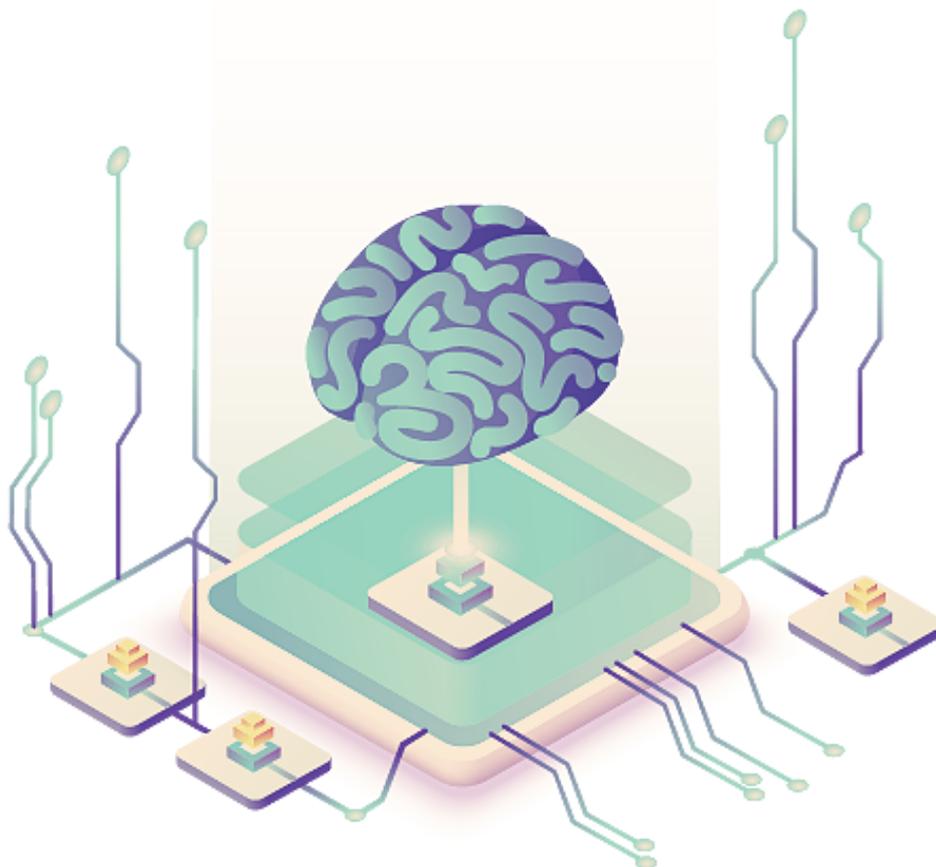
An AI-based EX platform driven by sentiment analysis gives you the true picture of your workplace. It decodes employee behavior so that you can build powerful EX strategies that are effective and measurable.

DRIVE YOUR HR STRATEGY WITH EMPLOYEE EXPERIENCE (EX) ANALYTICS

EX analytics (people analytics), when driven by sentiment analysis can transform your human resources management strategy. Sentiment analysis being an AI-enabled machine learning (ML) technique that identifies, extracts, and assigns sentiment to chunks of data in, say, an employee survey.

You can see patterns in employee behavior, their motivations, and employee sentiment trends emerging.

Thus, you get a 360-degree view of how targeted your HR programs are and how they are performing.



MACHINE LEARNING AND EX ANALYTICS

Machine learning lead EX analytics leverages natural language processing (NLP), semantics, knowledge graphs, neural networks, and numerous other ML tasks to extract intelligent insights from your data.

Machine learning fuels your EX strategy by helping you:

- Understand employee needs more efficiently
- Obtain employee feedback continuously
- Analyze employee reviews on external platforms such as Glassdoor and others
- Gather insights from all data types - text, audio, video, and images
- Measure employee satisfaction over time
- Gain a holistic view of workplace engagement
- Bridge talent gaps
- Bridge gaps between management and employee expectations
- Train and promote talent internally
- Attract and retain top talent
- Monitor and enhance your brand reputation
- Build employer brand
- Create a thriving work environment

REPUSTATE IQ - WORLD CLASS EX ANALYTICS

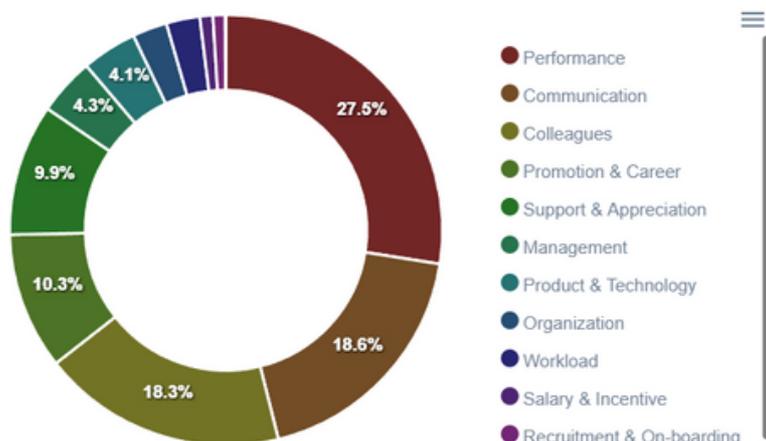
Repustate IQ, the All-in-One experience analytics platform gives you aspect-based sentiment analysis insights from employee surveys, reviews, external websites, social media posts, chatbot histories, emails, and other sources of employee data.

Choose from the many aspect models available for the right fit. Models include Restaurants, Banking, Hotel, Retail, and more.

Not only can you extract an overall sentiment score of your HR policies and surveys, but also delve into sentiment scores for each aspect you want. These aspects can be workload, salary, compensation, performance, operations, and such.

These insights are presented as charts and graphs.

Aspects - Volume by Percentage



Aspects - Total Volume



REPUSATE IQ - EX ANALYTICS

SENTIMENT ANALYSIS FOR ALL DATA TYPES

Repustate IQ extracts intelligent insights from all forms of data - audio, text, and video. This means you get precise intelligence from all voice of employee (VoE) data, whether it's surveys, workplace review data, exit interviews, employee emails, external websites, and such.

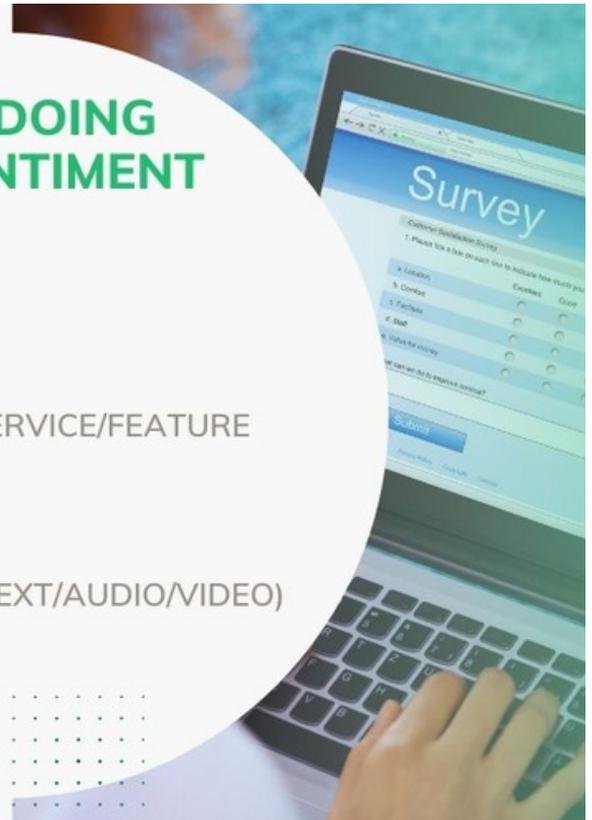
EMPLOYEE SURVEY RESPONSES

Repustate IQ gives you in-depth discoveries from employee surveys. It uses machine learning tasks such as semantic clustering and natural language processing to understand and analyze open-ended questions - in 23 languages.

It can also be integrated with survey software like Survey Monkey to process surveys and extract important information.

WHAT ARE THE BENEFITS OF DOING SURVEY ANALYTICS WITH SENTIMENT ANALYSIS?

-  OPEN-ENDED QUESTIONS
-  IDENTIFY SEMANTIC SIMILARITY
-  EXTRACT SENTIMENT FOR EACH ASPECT/SERVICE/FEATURE
-  CHANGE IN SENTIMENT OVER TIME
-  IDENTIFY ASPECT CO-OCCURANCE
-  ANALYSE ALL TYPES OF MEDIA FORMATS(TEXT/AUDIO/VIDEO)



REPUSTATE IQ INSIGHTS

Repustate IQ enables you to track and receive the following insights.

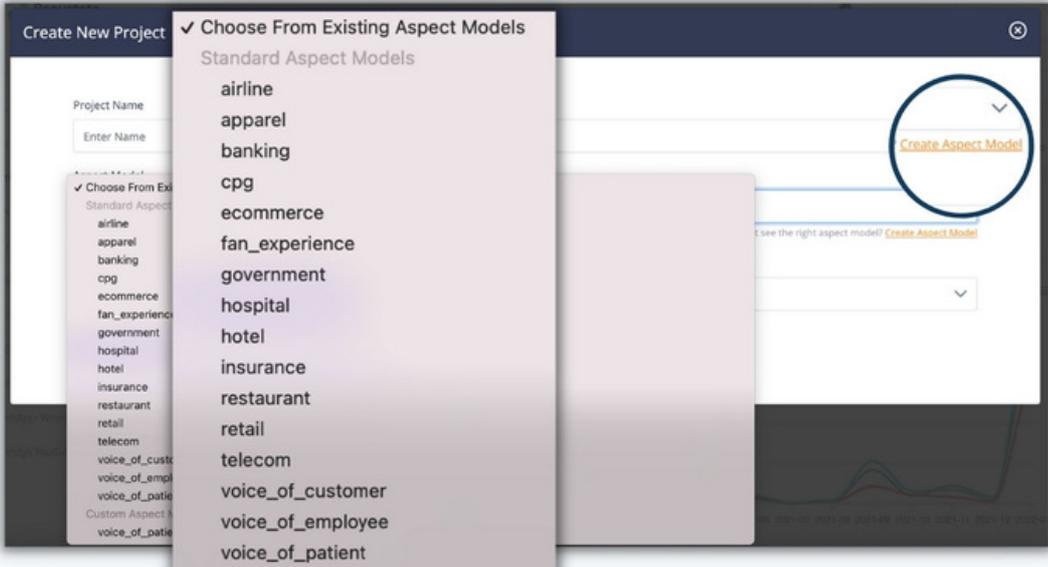
- General sentiment overview
- Multilingual data analysis
- Aspect-based sentiment breakdown
- Aspect occurrence frequency rates
- Aspect-emotion co-occurrence
- Named entities, classifications, and entity frequency
- Toggle between aspect sentiment and text chunks
- Set alerts and get notifications in real-time
- Changes in sentiment over time
- Changes in aspect sentiment over time
- Sentiment overview by data source
- Sentiment overview by country, state, or region
- Sentiment overview on different social media channels

THE REPUSTATE IQ EX ADVANTAGE

Repustate IQ is a highly customizable sentiment analysis platform for EX analytics that is specifically designed to your needs. Here are some key features.

Choose from our numerous aspect models. See which model best fits your requirements.

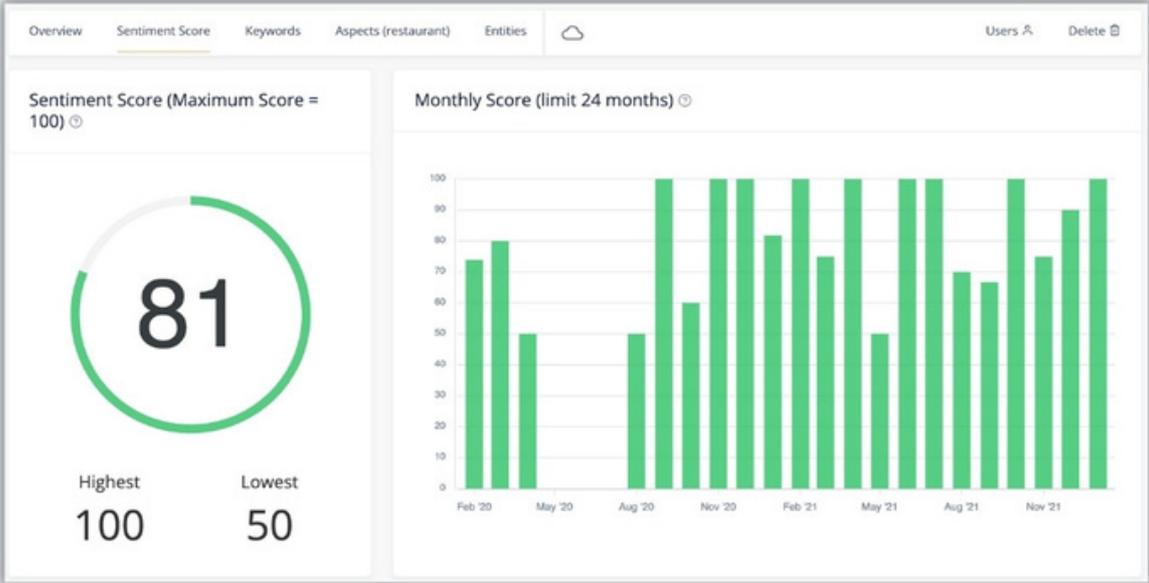
ABILITY TO CHOOSE INDUSTRY-BASED ASPECTS 



The screenshot displays the 'Create New Project' interface. A dropdown menu is open, showing a list of 'Standard Aspect Models' including: airline, apparel, banking, cpq, ecommerce, fan_experience, government, hospital, hotel, insurance, restaurant, retail, telecom, voice_of_customer, voice_of_employee, and voice_of_patient. A 'Create Aspect Model' button is highlighted with a red circle.

Know the sentiment score of your project. Create a benchmark to measure employee sentiment over time and monitor the success of your strategies for a flourishing corporate culture.

SENTIMENT SCORE 



The screenshot shows the 'Sentiment Score' dashboard. On the left, a circular gauge displays a score of 81, with a range from 100 (Highest) to 50 (Lowest). On the right, a bar chart titled 'Monthly Score (limit 24 months)' shows the score over time from February 2020 to November 2021. The scores fluctuate, with a peak of 100 in late 2020 and a low of 50 in early 2021.

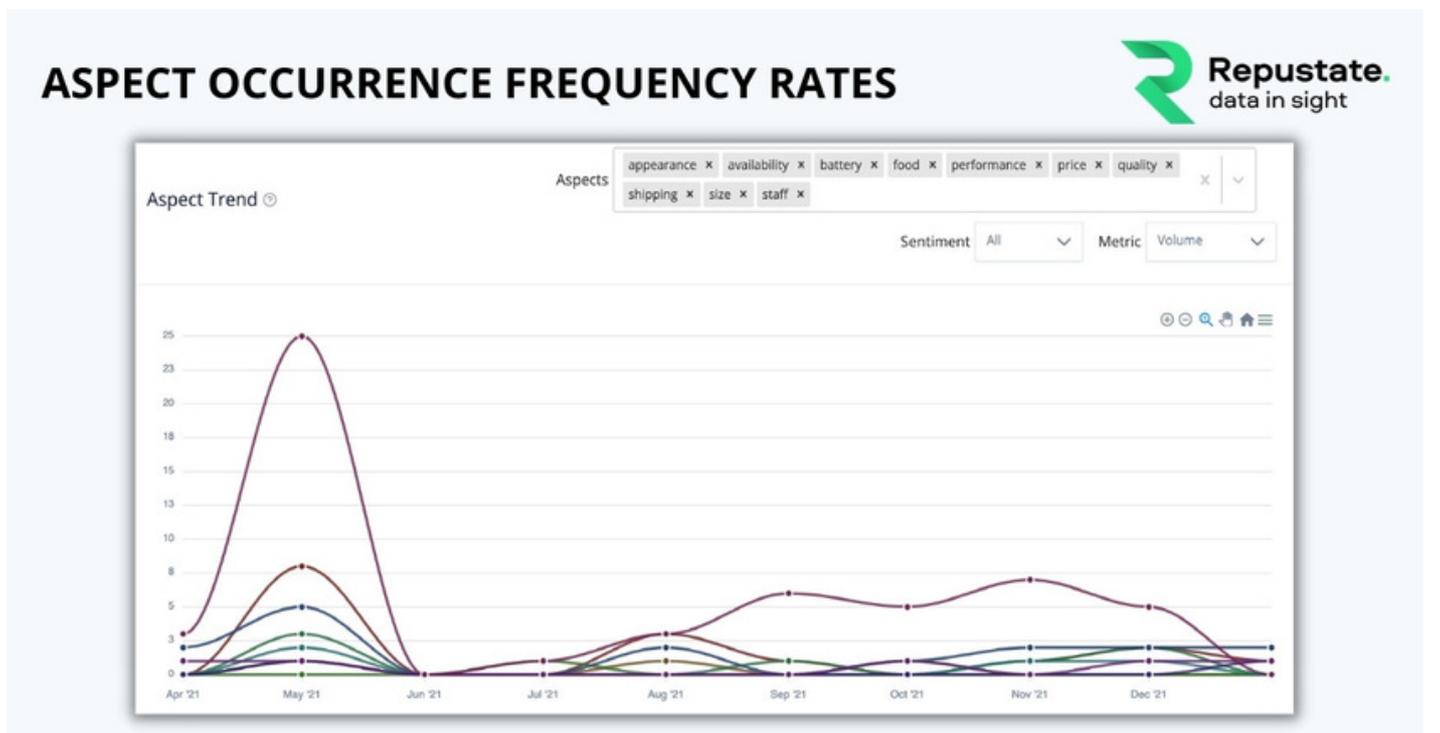
Month	Score
Feb 20	75
Mar 20	80
Apr 20	50
May 20	50
Jun 20	100
Jul 20	60
Aug 20	100
Sep 20	100
Oct 20	80
Nov 20	75
Dec 20	100
Jan 21	50
Feb 21	100
Mar 21	100
Apr 21	70
May 21	65
Jun 21	100
Jul 21	100
Aug 21	75
Sep 21	90
Oct 21	100
Nov 21	100

THE REPUSTATE IQ EX ADVANTAGE

See sentiment based on aspects. For example Staff, Pay, Performance, Training, etc.



Measure aspect frequency rates. Study how often aspects like Pay, Appraisal, Office hours, Project, etc appear in the data.



THE REPUSTATE IQ EX ADVANTAGE

Analyze how often aspects and emotions occur together. For example, see how often sentiments like Love, Gratitude, Happiness, Anticipation, etc, occur with aspects like Pay, Workload, Colleagues, Management, and others.

EMOTION-ASPECT CO-OCCURRENCE



CONCLUSION

The NexGen Workplace requires more from you.

ARE YOU READY?

It's no secret that NextGen candidates visit websites such as Indeed or Glassdoor to read reviews about a company they are interested in. And understandably so. After all, people place a nurturing work environment and concrete career development paths on top of their hierarchy of wants in a place of employment.

While some organizations use shortcuts by coercing employees to post positive reviews, this is not the solution to building a great employer brand. Sentiment analysis of employee experience data helps you find tangible, sincere, and sustainable ways to do this.

AI-primed EX analytics empowers you to boost the happiness quotient of your employees; develop effective people management policies; and nurture trust between the organization and employees, through data-driven insights.



EXPERIENCE REPUSTATE IQ

Repustate enables you to capture employee sentiments seamlessly, quickly, and accurately so you can increase efficiency by improving your employee experience.

Use the Repustate IQ EX platform to boost your HR analytics.



[GET A FREE TRIAL](#)

ABOUT REPUSTATE

Founded in 2010, Repustate Inc. is a trusted partner to clients worldwide for multilingual sentiment analysis for customer experience, employee experience, and brand experience.

Repustate uses AI-powered semantic technology to accurately model solutions leveraging our expertise in machine learning, particularly neural networks (NNs) and natural language processing (NLP).

With deep dives in industries like Healthcare, Market Research, Banking, Education, Automotive, Governance, Social Media Monitoring, and more, our solutions read and analyze data natively in 23 languages, without the need for translations. Thus leading to higher accuracy and speed.

Repustate provides customized training of machine-learned NLP models specifically catered to each client's exclusive domain, products, and entities.

Our solution is unique to each client.