Analytics & Reporting in a Nutshell

Companies that successfully leverage data to achieve their HR goals improve processes, gain a competitive advantage and hire and retain the best candidates. But defining where to start and how to use data can seem like a daunting task.

You can have the best data technology in the world, but without a clear strategy and understanding of how to use it, you will struggle to add real value.

Top Tips to Find the Right Data Tech For Your Organization

1 ▶ Define what are you trying to achieve and how can data help you get there e.g. bigger talent pools with more engaged candidates or shorter time to hire

2 ▶ Talk to your team to understand what they need from data to ensure adoption, including by less data-savvy users.

3 ▶ Save time and eliminate discrepancies by investing in a single platform that enables you to measure and report on the key metrics that suit your team and fit business needs and HR objectives from the same platform.

70%

of companies said they consider people analytics a high priority. However, only 9 percent of companies believe they have a good understanding of which people dimensions drive performance in their organizations

Deloitte, 2019

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The average HR team is sitting on a data goldmine. [It's] probably the greatest asset the HR team has."

Bernard Marr
Author of Data-Driven HR

Analytics & Reporting with Avature

Avature Reporting Framework has been designed to give you easy-to-use analytics based on both real-time and cumulative data. Sourcers and recruiters can use the information to keep track of their daily tasks, management can gauge team performance and executives can analyze output and ROI.

With the click of a button, generate dynamic custom reports. From an event's budget spend to an email campaign's click-through rate or the number of candidates sourced for your senior mechanical engineer pipeline in the past month, Avature Reporting Framework gives visibility so you can make data-driven decisions and optimize processes.

Avature Advantage

▶ **The Starting Point:** Define the fields you want to measure*

▶ **Data-Drive Purpose:** Once you've identified your end objectives, put in place the data models and workflows that will allow you to maximize output

▶ **Active Adoption:** Drive motivation and productivity with role-specific dashboards that have been designed from the user perspective

▶ **Flexibility:** Build a consistent data-set over time, but tweak the system as you grow and your objectives evolve

▶ **Partners:** The Avature team is happy to help with analysis and data understanding to make sure you maximize its potential

* See appendix to identify the opportunity with Avature

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"I love the customization Avature provides. No matter what situation you have, there is a way to configure Avature for what you need. I also love the reporting feature that lets you take a report that captures real-time data from the system and export it to an excel spreadsheet. The spreadsheet can be refreshed so that even non-Avature users can have real-time data. The dynamic reports are fantastic!"

Undisclosed Reviewer on G2
Talent Acquisition Operations Manager

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With Avature, each member of my team has the ability to build custom reports for our recruitment needs and can modify or remove fields as needed. This saves our team so much time, while also providing real-time data from the system."

Undisclosed Reviewer on G2
Staffing and Recruiting, Medical Services

Appendix

Key metrics that can be measured with Avature:

- Candidates by source e.g. events, social media platforms, job sites, talent community

- Candidates sourced by recruiters

- Candidates sourced by time period

- Candidate status in candidate journey

- The number of candidates remaining to meet a specific sourcing objective

- Click-through and open rates by email and text campaign

- Clicks and engagement rates for social media

- Events management e.g. VIP candidates, budget, expenditure, status of pre-event campaigns and to-do lists

- Number of candidates recruited by event

- Number of candidates in any pipeline, their source and status in candidate journey

- Diversity metrics e.g. number of women hired over certain time period

- Recruitment numbers e.g. time to fill, cost per hire, hires per recruiter, hires per timeframe, etc.

These can be displayed as indicators, table, funnel, gauge, pie, line, bar and area charts - simple, grouped or stacked.