



Data Empowering Business Decisions

With Barry Morris, CEO of CapRelo



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Aligning data analytics with organizational goals and objectives are the foundation of a successful global mobility management program. Putting reliable data analytics and reporting processes in place will help organizations use the data to make actionable business decisions. Here, Barry Morris, CEO of CapRelo, shares best practices to leveraging data reporting and the impressive results that come along with it.

Q: How should organizations approach data reporting for HR?

A: The best way to approach data reporting and analysis for mobility managers and HR professionals begins with understanding and defining the purpose of the data and what you want from the analysis—what answers or direction are you trying to get from the data, like ROI or budgetary spends.

To do this, first you must outline your organization's HR goals, particularly in terms of your global mobility programs.

Second, align those goals strategically with a data analytics tool that will enhance your organization's ability to make better decisions.

Third, you want to know and have access to all the raw data that can affect your employees. Typically, this includes internal data, supply chain partner data and external sources, like demographics, high-cost of living cities, and estimated expenses associated with relocations.

Finally, to get what you want from data analytics consider working with a partner, with strong business intelligence capabilities as a true extension of your HR and global mobility management function.

Q: What benefits can be achieved?

A: There are direct benefits that can be achieved through having a mobility partner, with a strong and powerful data analytics dashboard, which will allow the HR professional to save time, reduce costs, and have real-time data regarding not only the bottom line but also in this case be able to predict what's coming down the road.

For example, if the organizational

goals are to improve customer service satisfaction, the employee experience and retain better talent—there are key predictive indicators that can be derived from aligning your business technology with an integrated data system built to streamline internal workflows, so you can get data analytics as quickly as you require. The proper data reporting system should give you quicker data, response times, and answers, allowing you to make smart talent decisions.

Q: What roles does technology play?

A: As the mobile workforce becomes increasingly international in scope, HR managers require predictive and prescriptive analytics to ensure goals are met. Accordingly, global mobility programs are operating in an ever more complex and data-driven environment.

Leveraging cloud IAAS (Integration as a Service) is important for increasing the ROI of any global mobility program. In terms of data security, it's key to note that your technology and data security must sync up. Meaning if you are keeping employees' information in multiple formats over several different platforms, the likelihood of a data breach is greatly increased. Data security breaches affect not only the global mobility industry but everyone. From large corporations to smaller subsidiaries—the question we keep asking ourselves is how secure is our data? There are five things you should know about keeping your technology and data safe.

1. The most dangerous threats are hiding in plain sight. Set up internal security processes and monitoring so customer and personnel data is protected. Leverage third-party security auditing firms to ensure the latest and greatest security processes are used.

2. Hackers are always at work devising new ways to breach systems. Develop processes and leverage technology that allows you to be dynamic in addressing daily security threats that can impact your data integrity.

3. Personal data requires the greatest vigilance. Have systems and staff in place to constantly review and police yourself.

4. Keep an eye on the new rules of the road. Data security is ever-changing because hackers always find new ways. Stay on top of the latest information.

5. And of course, have data security protocols in place and know what to do in case of a suspected breach.

Q: What are some best practices around analyzing data reports?

A: You should have complete control and visibility over your reporting. This can become haphazard if employees are using "shadow IT" reporting tools that do not complement your organization's supported analytics technology.

For instance, CapRelo has developed a Global Analytics Dashboard that offers full control and visibility over a mobility program. The dashboard is backed by a library of configurable analytics widgets so that relocation professionals can design a dashboard experience that grows with your programs. Information is easy to access, and available in one location. It can help mobility program managers and HR administrators get answers from the volumes of data you have, like projecting how much your program is forecast to save or determining real-time program spend versus budget and quality scores and allows managers to drill down into specifics.