

Leveraging HR Analytics for Enhanced Employee Experience and Organizational Culture

Insights from the Finnish Tax Administration

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About me

- 31 years old
- Helsinki, Finland
- Sociologist and HR Specialist
- My main interests
 - HR surveys and utilizing HR data
 - HR analytics
 - Employee experience and Work Culture
 - AI in HR



Content



The role of HR-information and analytics in the Finnish Tax Administration



The model for utilizing the data on different levels



The objectives for HR analytics and how to overcome possible obstacles in the process

The importance of HR data

Efficient workforce management

Strategic decision making

Employee performance optimization

Diversity and inclusion

Individualized
work-life

The challenges and benefits of utilizing HR data

Challenges

- Data security and privacy concerns
- Data quality and integrity
- Limited resources for data analysis
→ AI?
- Resistance to change within the organization

Benefits

- Informed decision making
- Predictive analytics for workforce planning
- Improved employee engagement and satisfaction
- Enhanced and impactful competence development

What we consider to be meaningful HR data

Surveys

- Employee experience survey - every other month
- Across government employee well-being survey - once a year
- Assessment of change adaptability with a survey - once a year

Other data (monthly)

- Working hours and absences due to illness
- Competence information and learning data
- Basic information of employees eg. part-time employment and retirement

Finnish Tax Administration - Strategic cornerstones



EFFORTLESS WAYS TO MANAGE TAXES

- Our taxpayer-oriented service aims for a minimal administrative burden for taxpayers.
- Continued improvement of our services is only feasible through engagement with our customers and stakeholders.
- The Tax Administration's e-services can be used wherever and whenever. Improved taxpayer experiences are being created.

SECURE FLOWS OF TAX REVENUE

- We process real-time flows of structured data, relying on highly developed technology to ensure secure collection of revenue.
- We aim for determent of the shadow economy by taking steps to prevent financial crime.

A SKILLED WORKPLACE COMMUNITY

- The Tax Administration supports work communities focusing on constant learning when working together. We are always capable to implement new technologies.
- Focusing on integrity, fairness to all and being well managed, our workplace culture contributes to an employee experience that supports productivity.

Work ability → well-being → change adaptability

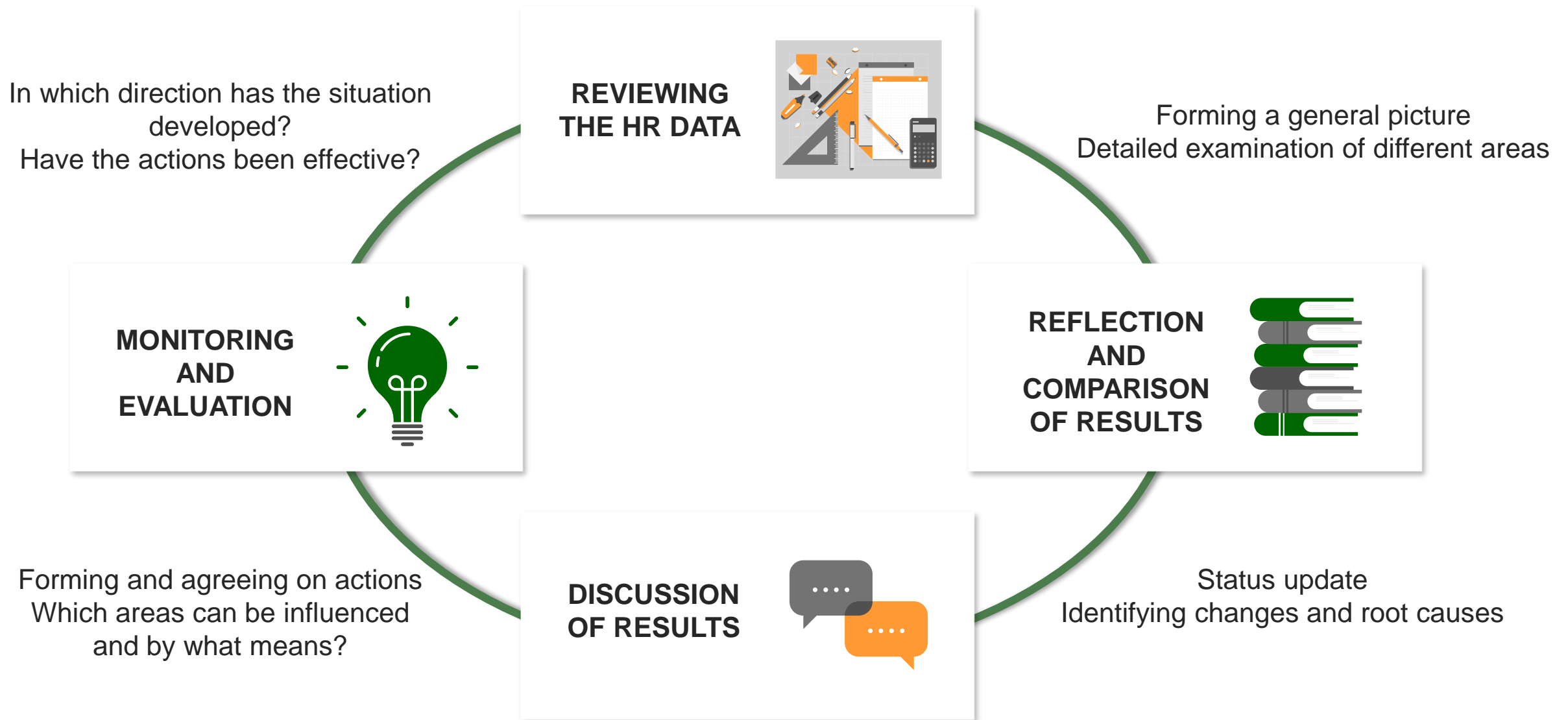


Levels of utilizing the data

- HR professionals
 - Leadership based on HR data -support service
 - HR analytics and improving the utilization of data
 - Continuous development with operative units
- Middle management
 - Model for utilizing HR data
 - Designated human resources manager for operative units
- Upper management
 - Systematic review of goals and strategy based on indicators



Model for utilizing HR data



In the future

Integration of artificial
intelligence in HR
data analytics

Continuous
improvement of data
quality and
accessibility

Expansion of
datadriven decision
making across
organization

The Future – AI and Text Analytics

AI in HR Analytics

- Predictive modeling
- Sentiment analysis
- Natural language processing (NLP)

Text Analytics in the near future

- Analyzing open-ended survey responses
- Detecting emerging themes

Recap

- A lot of information is available - what is important and how to mine the gold nuggets from it?
 - HR data reveals something about the reality
 - Paying attention and including the current phenomena in the interpretation
 - AI is going to change the world - what is the baseline for HR analytics and what do we consider skills in the future?
- Continuous learning is the key and learning data is crucial in managing organizations that continuously refine their processes

Thank you!

For You.

