

# Huge, Untapped Opportunity - lack of analytics in HR

*78% of large companies rated people analytics as "urgent" or "important"*

*Only 7% rate their organizations as having "strong" HR data analytics capabilities!*

DUBAI, UNITED ARAB EMIRATES, May 20, 2019 /EINPresswire.com/ -- You've heard it over and over again: data and [people analytics](#) is transforming the workplace. HR is becoming a data-driven function.

HR departments haven't been ignoring this trend.

According to the Society for Human Resource Management (SHRM), HR professionals believe the most critical competency for demonstrating business acumen in the coming years will be understanding HR and organizational metrics and analytics.

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While no company would run their business with inconsistent financial data, most companies are riddled with inconsistent HR data. Wake up to this issue and start to invest in people analytics.”

GLOMACS

On the surface, the need to “datafy” HR is puzzling because HR has traditionally been one of the more data-heavy departments in an organization.

However, this data has mainly been used to create detailed reports. What has been missing from the puzzle is the ability to use and leverage this data in strategic ways that align with business goals such as increased revenue and lowered costs.

Early adopters that can successfully leverage data will be able to outcompete and outperform their peers in their talent strategies.

The rise of people analytics comes with that promise: the transformation of HR into a strategic, revenue increasing partner.

To help you learn more about how analytics is changing HR, experts at [GLOMACS](#) created this master training on how to use data and analytics in your recruitment and talent management.

By sending delegates on this GLOMACS training seminar, organizations will ensure they return to the workplace with the necessary skills to secure decisions that are not based on guesswork, gut feelings or intuition but use clear and logical analysis of data as the basis for decisions.



Understand what people analytics is, different types of HR data, and the importance of people analytics strategy and process

Interested in learning more?

If this sounds like a concept that would be of interest to you—a classroom course with guided expert mentorship and supportive peers—then WhatsApp +971558601246 to schedule a no-pressure information-only 20-minute call with me to find out more or send us an email to [training@glomacs.com](mailto:training@glomacs.com)

Registrations for the [HR Analytics](#) as well as People Analytics programs are open now.

Philip Abraham  
GLOMACS  
+97144250700  
[email us here](#)

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