



hiQ LABS

THE GLOBAL STANDARD FOR PEOPLE ANALYTICS

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BACKGROUND

Over the past decade alone, technology has completely transformed the way that companies hire, develop, and retain their workforce. Social media has provided recruiters with unparalleled access to top talent and the ability to reach out to them with just the touch of a button. Not only that but recruiters are often armed with more information about an employee than an employer has access to through their own HR systems.

Meanwhile, competition for talent has never been more fierce and the need for engagement more pressing. Large companies are diverting more and more resources to their recruiting efforts in order to counter-balance the hemorrhaging caused by employee departures. This is driven in part by the fact that employees in this day and age – especially millennials – tend to remain in their jobs for shorter periods of time and feel less loyalty to their employers. The outcome is an increasing outlay on recruiting and human resources in what has become an arm's race in the war for talent. Companies are searching for ways to stem this tide and seeking opportunities to retain their existing employees rather than just searching for new ones.

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hiQ Labs is the global standard for People Analytics. The company was founded with the vision of leveraging the power of predictive analytics and data science in order to elevate the HR function in the same way that they have transformed other functions like marketing and sales. By building a team of top data scientists and engineers, human resources experts, and people analytics leaders from the most respected technology and scientific firms, hiQ is uniquely positioned to help its customers develop their most valuable resource: their employees. The world's most forward thinking companies rely on hiQ Labs to help manage their workforce.

hiQ Labs has built a scalable SaaS platform that helps HR teams make better, more reliable people decisions by applying data science and machine learning to internal and external data. Easy to deploy and fast to deliver predictive insights, hiQ Labs' cloud platform transforms how enterprises retain their best talent by allowing them unique insight into the factors that drive individuals out of the organization.

hiQ uses a sample of hundreds of thousands of employees across a variety of different industries in order to train its models to predict 3-month attrition.

hiQ's retention platform scours the web for any publicly available information about a company's employees and then its data science engine extracts strong signals from that noise that indicate someone may be a flight risk. Based on the statistical patterns observed across hundreds of thousands of employees, powerful machine learning models then assign each of those employees a risk score: high (red), medium (yellow), or low (green). Companies are able to pinpoint with laser-like accuracy the employees that are highest risk, focus retention efforts on those employees, and keep them engaged and contributing happily to the organization.

THE SCIENCE

hiQ Labs' attrition predictions are incredibly accurate. hiQ uses a sample of hundreds of thousands of employees across a variety of different industries in order to train its models to predict 3-month attrition. It then applies these models to its clients' data to predict attrition across their workforces.

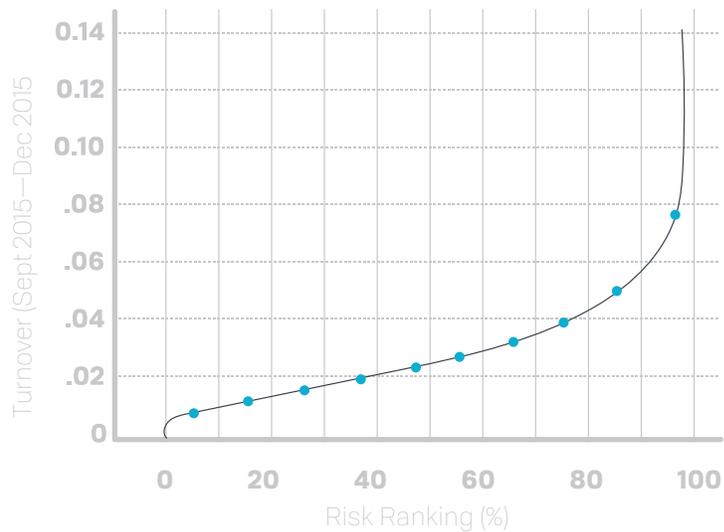


Table one Predicted risk

What happens when we compare these predictions to the employee attrition that is observed over a 3-month timeframe? The actual turnover numbers are represented by the color-coded dots displayed on the graph, bucketed by risk percentile (0-60% green, 60-90% yellow, 90-100% red). Each risk bucket contains thousands of employees with similar risk profiles.

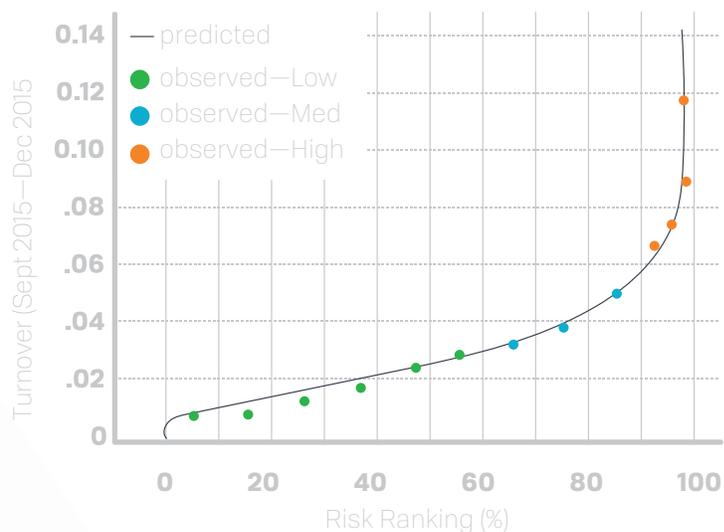


Table two Observed risk

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The comparison reveals that the predictions are virtually identical to the observed turnover within each risk bucket. This means clients can spend less time wondering who is going to leave and more time deciding how to retain them. When clients intervene to retain their people, turnover can be very low, even in high-risk populations.

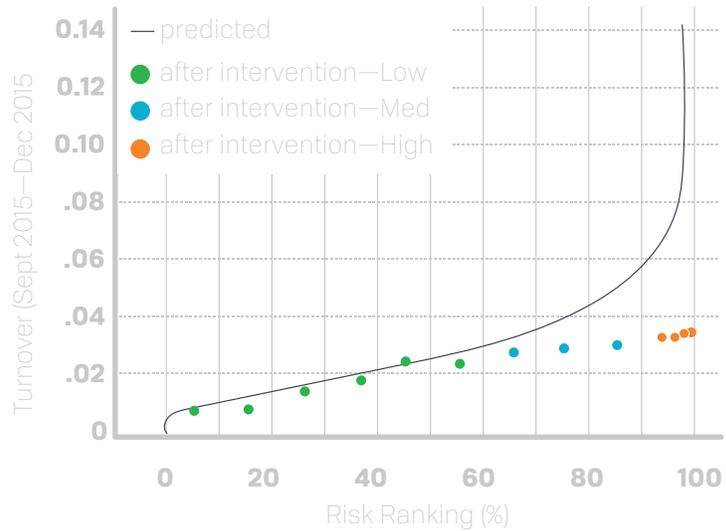


Table three After intervention

ELEVATE

hiQ Labs organizes a regular conference series called Elevate in order to help build the people analytics community, share insights, and disseminate best practices. Built by and for those leading the way in HR data science innovation, hiQ Elevate brings together Data Scientists, Workforce Scientists, Talent Analysts and Chief Human Resource Officers (CHROs) from Fortune 500 companies to discuss real-world case studies and best practices. Keynote speakers at previous Elevate conferences have included such people analytics luminaries as Josh Bersin (Bersin by Deloitte), Amit Mohindra (Apple), Ian O’Keefe (Google), and other leaders across a variety of different industries and geographies.