

## Application Form – Excellence in People Analytics

*The “Excellence in People Analytics” award recognizes excellence in people analytics that drives strategic decision-making. Winning submissions will showcase robust data practices, advanced analytical skills for identifying trends, and effective communication of insights to align talent management with business goals. A strong emphasis will be placed on leveraging technology while fostering a data-driven culture across the organization.*

## Sections in this form

Some guidelines before you begin .....	3
<b>Section 1   Generic Organization Information</b> .....	5
HR Metrics .....	6
Category Metrics .....	7
<b>Section 2   Qualitative Analysis</b> .....	8
INNOVATION .....	8
SUSTAINABILITY .....	10
IMPACT .....	12

## Some guidelines before you begin

1. You **must** use this document to complete your application.
2. Type your submission descriptions in the **appropriate sections** of this form.
3. All sections are mandatory
  - a. If any fields are not applicable, do not leave them blank. Please **enter** N/A and also share a short **rationale** on why that may not apply to your organization in the same field box.
  - b. Note that if the COE or the internal jury, deem the information as mandatory or necessary for evaluation, your application may not move to the next phase.
4. When providing information for section 2: please write **in 3<sup>rd</sup> person**.
5. Make sure you **focus** on challenges, details and outcomes.
6. **Read** the definition and parameter for each evaluation criteria. The definition is the key to what your response must include.
7. Make sure your response includes the following for each sub-parameter:
  - a. ***Perceived value through internal surveys and Voice of Customer (VOC) data from both employees and external stakeholders.***
  - b. ***The use of new, enhanced or improved methods, models and paradigms in the real work environment while tracking progress, and achieving milestones.***
  - c. ***The consequential outcome, measured as a positive trend in business process and/or technology system and/or task behavior or discretionary behavior.***
  - d. ***The consequential outcome, measured as a monetary benefit from an initiative/function/practice in comparison to its apparent costs.***
8. **Substantiate** your responses by signposting, images, charts, graphs and any other visuals that you may deem necessary. Please insert these within the context of your responses. You may include these under the appropriate section in the template provided (<https://www.dropbox.com/scl/fi/v5cq417528hm2q6nnbf8/Annexure-Template.pptx?rlkey=h77g756xuipeylt2a7g7tmkvs&st=u3kc844p&dl=0>) and submit this along with your application. Supporting documentation must be in the format provided in the template.
9. All references and signposting (to the supporting document) in the application form to images, charts, graphs and visuals may be rejected if **not clear** and **incorrectly** mapped to the context of the response. Please use the supporting document to consolidate these along with clear reference to these in your responses within the form.
10. If applicable, you may also provide supporting reports, videos, courses or other information as links in the template provided. Please provide proper **access** to all this information.

11. Make sure that the **access** for any such links is valid through the evaluation process. Failing to do so, may mean that your application may be deemed incomplete at any of the three phases of evaluation.
12. Winning entries and special mentions will be published by SHRM. Within your application, be sure to **mention** in the form <confidential> any information that should not be published or is confidential in context.
13. Use the file naming convention **<Award category name Name of the organization mmddyyyy>**
  - a. *Include the date in the mmddyyyy format without any spaces*
  - b. *The date **must** be the date of submission of the application and not the date you started filling the application form*
  - c. *This will be essential for any mid-process reference, so please make **note** of this date.*

**Note:** You may choose to attach information in the template provided. It is recommended to limit it to 20 pages/slides for any given Award category. No excel formats or hyperlinks will be accepted.

Additionally, applicants may also submit a video of up to 7 min to support their application. This video needs to talk specifically about the intervention/ practice been showcased and should not be generic.

## Section 1 | Generic Organization Information

*All questions are mandatory, unless stated otherwise; your questionnaire may not be considered complete if these questions are left blank.*

<b>1. Company Name</b>	
<b>2. Date of incorporation</b>	
<b>3. Details of award SPOC</b>	
<i>Name:</i>	
<i>Designation:</i>	
<i>Contact number:</i>	
<i>Email ID:</i>	
<b>4. Nature of Business</b>	
<b>5. Type of Entity</b>	
<b>6. Nature of ownership in India</b>	
<b>7. In case of other, please specify</b>	
<b>8. Revenues as of FY 2023-24</b>	

**HR Metrics**

Metrics	Units	FY 2021-22	FY 2022-23	FY2023-24
Revenue Growth	%			
Profit Growth	%			
Total Employee Headcount – FTE/ Permanent Employees	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength	Nos.			
HR to Employee Ratio	%			
Gender Diversity Ratio [females to males]	%			
Average Employee Age	Years/Months			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

**Category Metrics**

Metrics	How this is measured (formula)	FY 2021-22	FY 2022-23	FY2023-24
Ratio of Human Capital Cost to the Total Operating Cost	NA			
Human Capital Cost	NA			
Aggregate cost of people analytics (people, process, tech, systems)				
Aggregate cost of tools and technology used in people analytics				
Cost savings and ROI impact (On-going costs saved, revenue growth, productivity improvement)				
<b>Two or more impact pillars</b> <i>(Under IMPACT 2. Correlation to HR practice IMPACT and 3. Cost Benefit) Please include which two or more sub-functions were impacted via People analytics and what were the success metrics defined. Feel free to add rows as you need them)</i>				
Impact 1 sub-function: Metric 1 Impact 1 sub-function: Metric 2...				
Impact 2 sub-function: Metric 1 Impact 2 sub-function: Metric 2...				

## Section 2 | Qualitative Analysis

*This segment captures the depth and breadth of the organization’s practice. The evaluation criteria are a three-by-three matrix, each unique to the award category. The three pillars of evaluation are Innovation, Sustainability and Impact. Each evaluation criteria clearly defines the expectation. Please go through the definition for each and then share your response in the space provided. Please be sure to include, metrics, success stories, or stakeholder VOCs or anything else to substantiate your responses.*

### INNOVATION

*This criterion recognizes HR practices that creatively revolutionize and pioneer new approaches, technologies and methodologies to enhance organizational effectiveness, employee engagement, or talent management. Entries must showcase inventive solutions that push the boundaries of traditional HR practices, driving positive change and fostering a culture of creativity within the workplace.*

**1. Depth of practice**

*The organization showcases a well-defined structure for data integration from various HR systems and surveys to create a holistic view of the workforce.*

*The organization demonstrates research ability and a structured framework to understand underlying data causes and relationships between data points.*

**Based on the definition provided, use this space to share your response.**



## 2. Maturity of practice

The organization showcases the use of prescriptive and predictive analytics to optimize HR processes.  
The organization also demonstrates a framework for driving such data-based decisions while using advanced analytics techniques.

**Based on the definition provided, use this space to share your response.**

## 3. Scale through tech and AI

The organization showcases sophistication and speed in execution by enabling data collection, processing, integration, and visualization via technology.  
The organization demonstrates agility in powering advanced analytics in workforce planning via AI tools and systems.  
As a result, the organization showcases its capability to forecast and predict internal people trends and therefore drive anticipated decisions.

**Based on the definition provided, use this space to share your response.**

## SUSTAINABILITY

*This criterion recognizes HR practices that drive **operational excellence** in a way that minimizes the negative impacts on the environment and supports well-being of employees and communities at large. Entries must showcase future forward paradigms in **business sustainability** that foster long-term profitability and resilience.*

### 1. Business goal alignment

*The organization has **defined** its HR analytics design principles to effectively meet its business goals.  
The organization **demonstrates** measurable impact on its business goals, using people analytics in its decision-making process.*

*Based on the definition provided, use this space to share your response.*

## 2. HR practice alignment

The organization **showcases** evidence-based outcomes of its people analytics to align, optimize and improve various HR practices, backed by data-based decisions.

The organization also **demonstrates** value created, and alignment with the organization's long-term vision and goals.

*Based on the definition provided, use this space to share your response.*

## 3. Data governance

The organization **showcases** a reliable, accurate, standard, and compliant (privacy regulations) data governance framework.

The framework also **demonstrates** on-going evolution and enhancement in keeping with evolving business needs.

*Based on the definition provided, use this space to share your response.*

## IMPACT

*This criteria honours HR practices that deliver measurable and substantial results in advancing organizational objectives, employee engagement and turnover larger community impact. Entries must showcase tangible outcomes such as enhanced operational efficiency, improved employee satisfaction, positive community impact, or any other measurable metric as an outcome of the transformative influence.*

### 1. Level of analytics

*The organization **showcases** a strong framework and structured approach to continue to dive deeper and evolve its people analytics practice.*

*The organization also **showcases** agility in adapting to the change on the go through its adaptable people, processes, and systems.*

**Based on the definition provided, use this space to share your response.**

### 2. Correlation to HR practice impact

*The organization **showcases** derived value in leveraging people analytics in at least two sub-functions of HR.*

*The organization **demonstrates** a robust framework to adapt its practices based the people analytics data insights.*

**Based on the definition provided, use this space to share your response.**

**3. Cost benefit**

*The organization **showcases** derived value in leveraging people analytics across the organization.*

*The organization **showcases** return on investment in using tools and systems in data analytics, along with an impact on specific metrics based on its correlation with the HR practice.*

***Based on the definition provided, use this space to share your response.***

