Streamlining Employee Recruiting with Enhanced Analytics at PeopleAnswers

THE CLIENT

PeopleAnswers is a computer software developer whose web-based talent assessment tools help organizations maximize hiring quality, reduce turnover and streamline the selection process.

THE CHALLENGES

PeopleAnswers' tool suffered from inconsistent metrics, a lack of customer trust in the data provided in dashboards, an absence of rich business intelligence functionality and an inability to see historical trends and changes. The long lead times to deliver on reporting and analytics requests from customers also led to customer dissatisfaction. Poor performing reports and dashboards hindered visibility and pro-active decision-making for customers, and the process of creating new reports, dashboards and reports required significant time from PeopleAnswers' development resources.

THE SOLUTION

Using Birst Anaytics technology, Cervello implemented a change data capture Operational Data Store (ODS) environment and integrated the ODS into a SaaS-based data warehouse and analytics environment. Cervello also assisted in integrating a single sign-on architecture to embed analytics dashboards within PeopleAnswers core product to create a seamless user experience.

THE BENEFITS

Now, PeopleAnswers has improved trending capabilities, deeper analytics across broader data sets, and increased trust in the data. Their customers now trust the data and ask fewer questions about its accuracy. PeopleAnswers customers also enjoy access to extensive business intelligence functionality within the product, and have easy access to historical trends analysis. The higher confidence in the PeopleAnswers product leads to higher customer satisfaction and a better brand image.

Cervello

ABOUT CERVELLO

Cervello Inc., is a leading professional services and solutions provider focused on helping companies solve complex data challenges, improve business analytics and optimize business performance. We focus on transformative cloud-based technologies in enterprise performance management, data management and business intelligence and customer relationship management. Cervello works with some of the leading on-premise and cloud software providers such as Oracle, Host Analytics, Salesforce.com and Birst. Our core services include advisory and consulting, solution implementation, custom application development, cloud integration and managed services. For more information, visit us at **www.mycervello.com** or contact us at **info@mycervello.com.**