Creating a Data-Driven Culture in HR

Tracy's challenge

KBC's executive team is driving the company through a period of digital transformation. To support this mission, the team created a new People Analytics function led by Tracy Villanueva. Tracy's primary objective is to build a data-driven culture within HR, leveraging both internal and external data to optimise how KBC operates. Tracy felt confident about KBC's internal data, but needed a reliable source of information for external market and competitor data.

The solution

Tracy has leveraged LinkedIn Talent Insights for external candidate pool and market data. She has supported the rollout of Talent Insights to the heads of each country-level HR department by providing use-case examples to facilitate each team's usage of the tool.

KBC

in TALENT INSIGHTS

> *Talent Insights offers us a clear and aggregated picture of the talent marketplace and our competition, helping us to make decisions that are relevant to our context.*

Tracy Villanueva

Head of People Analytics

KBC

The results

Identify hidden gems by revealing pools of talent in target markets like Hungary, Bulgaria and the Czech Republic

Benchmark against competitors to better understand which skillsets competitors are recruiting for and which companies they're sourcing their talent from

Enrich insights on talent market by finally having external data, such as attrition rates by skill set or business function, to better inform workforce planning decisions

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