

Text Analytics & Working From Home

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McKinsey Global Institute

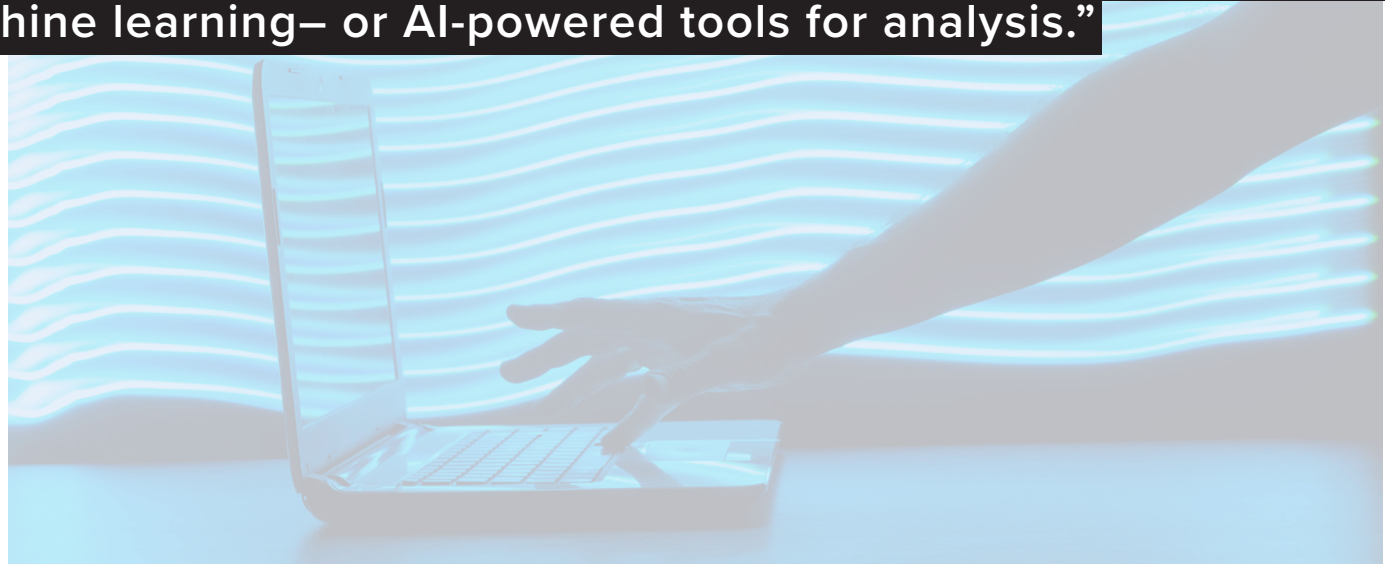
Five insights about harnessing data and AI from leaders at the frontier

Four CEOs describe what goes into turning a world of data into a data-driven world

By Mohammed Aaser, Jonathan Woetzel, and Kevin Russell

“Takeaway 2 Specialist firms are refining and connecting data

Since the universe of data is so broad, service providers are carving out specialized niches in which they refine a variety of complex and even messy raw sources, feeding the data into machine learning— or AI-powered tools for analysis.”



What we do

OrganizationView was one of the first People Analytics firms. We believe that the most effective decisions are made when they're supported by both quantitative and qualitative data.

**Custom 'Inductive'
models**

Standard Text Models

Text data advisory

Lots of WFH content in our weekly newsletter: www.EmpiricalHR.com

Text analysis as quick, often exploratory analysis

Quantitative Analysis

Explains what happens /
could happen (when, to
what etc.)

Time consuming

Do you have the right and
enough data?

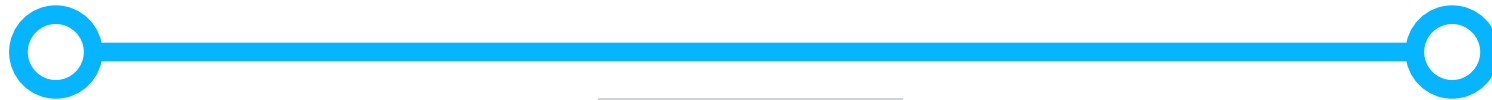
Qualitative Analysis

Explains why something is
happening

Time consuming, but don't
need as many subjects

Effective at driving action

Does it scale?



Text Analysis

Can indicate both what & why

Quick & 'cheap'

Doesn't need a pre-built
'hypothesis'

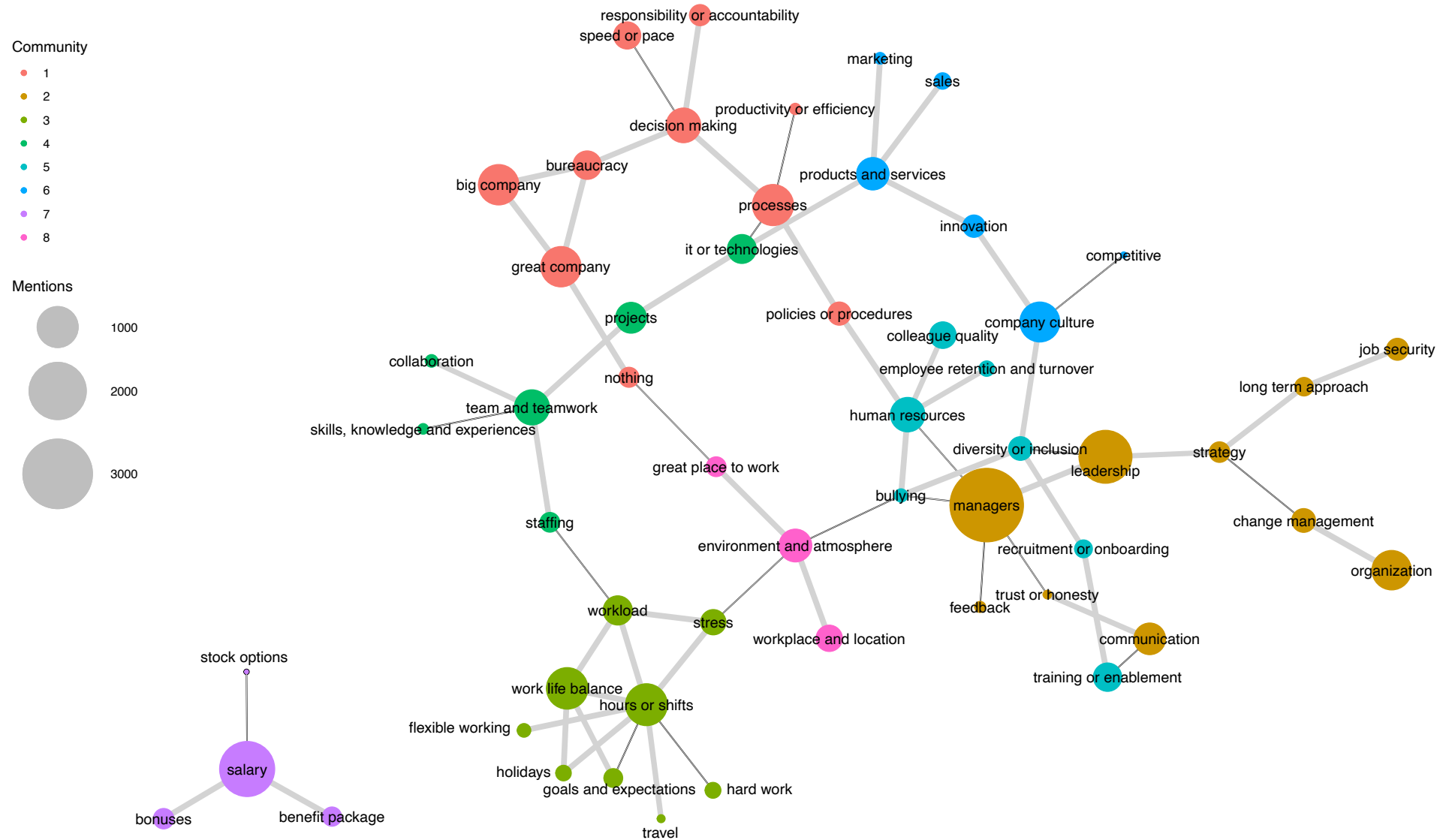
Can usually find existing data
sources

Good at showing linkages

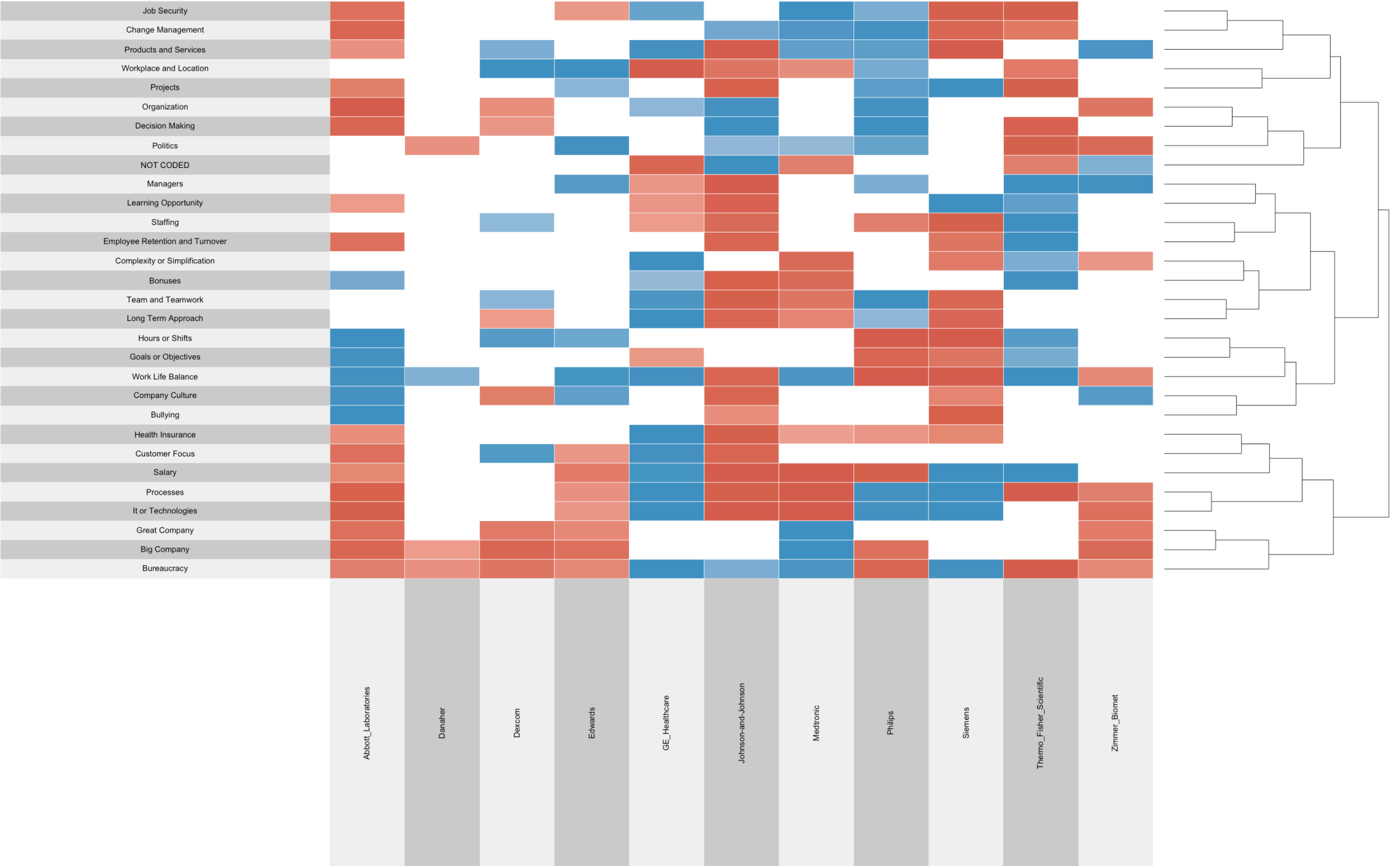
Global healthcare firms

Network visualisation of topic cooccurrence

Showing relationships where the probability of them being strongly related is at least 98%

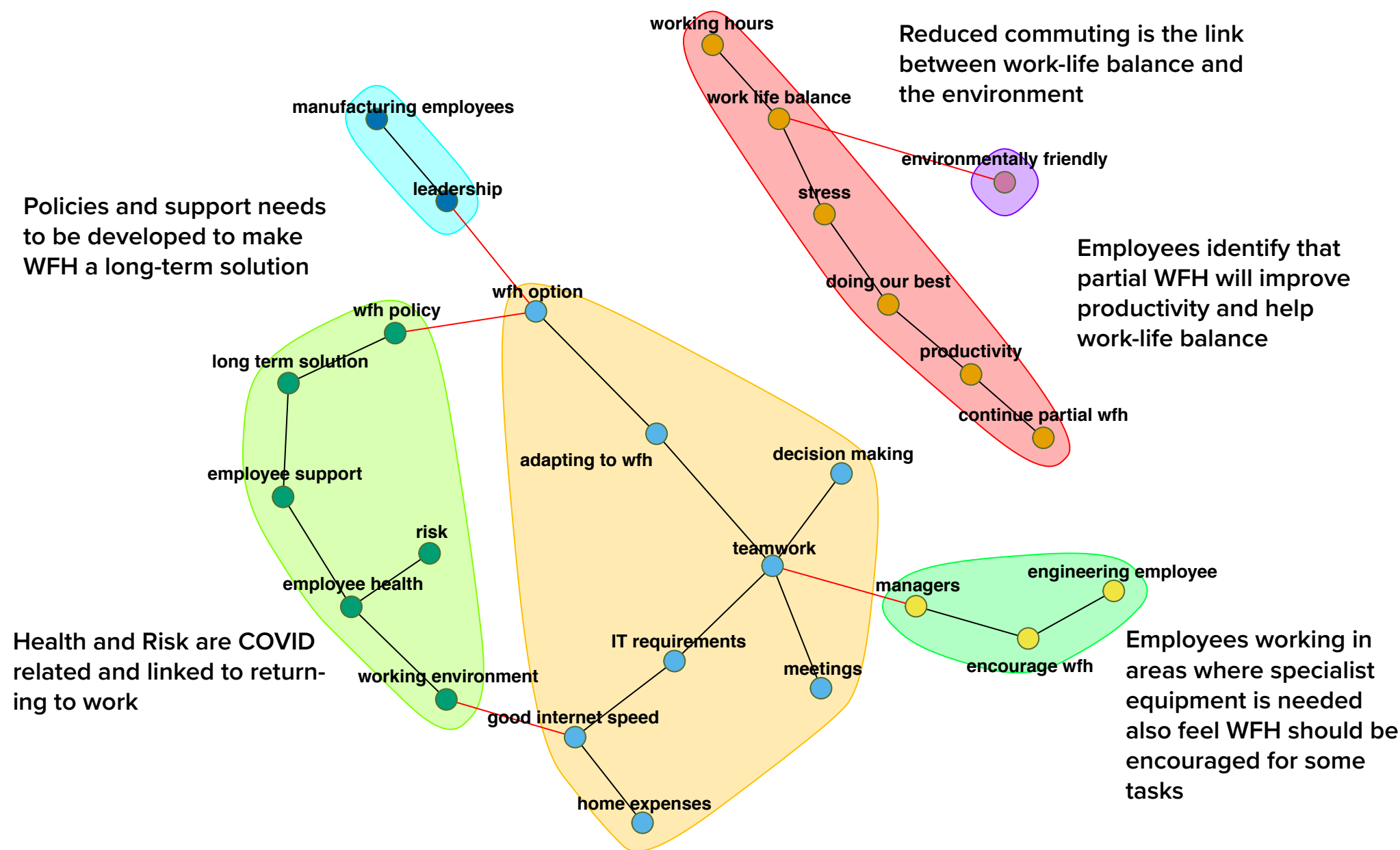


External reviews can enable benchmarking / competitive insight



“Working from home was not recommended in my area. Now, because we were forced due to the circumstances, we’ve seen that tele-work can be associated with performance, better management of priorities, comfort in the actions to be carried out on a daily basis and a more pleasant family life.. It’s a big step forward in the way we work.”

How are Covid topics related?



“The hours that I save from my commute I would happily use to work more hours for my job and be more productive.”

“I gain a couple hours a day working from home”

“I have been more efficient since I work from home 4 days out of 5.”

“Working from home should not mean working more hours leading to burnout”

“I would never leave COMPANY if we are able to continue working from home.”

“Without a doubt working from home has greatly improved my quality of life. I can work longer hours without the stress. I am sleeping better, exercising more, eating better (no vending machine temptations - healthy food!)”

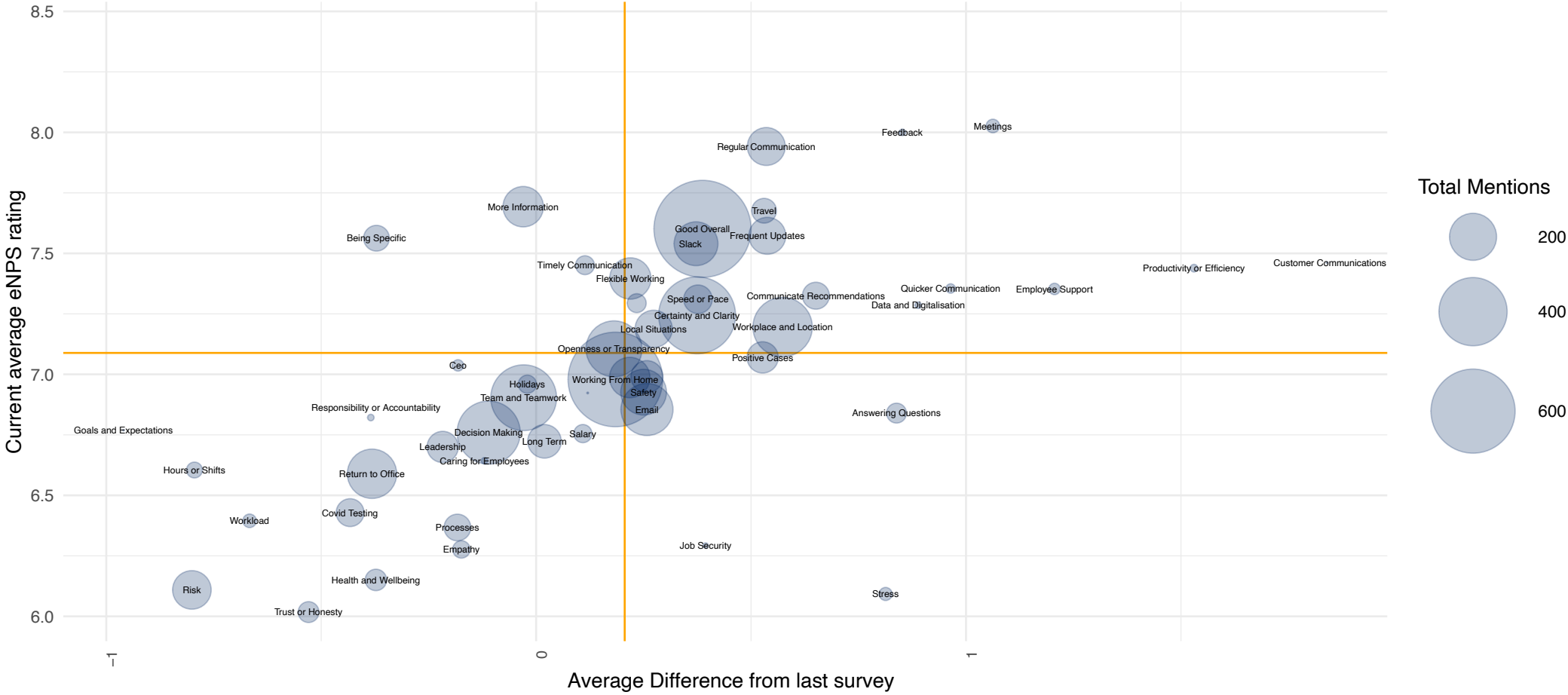
Understanding changes in perspectives

Longitudinal ‘panel’ data lets us explore topics associated with changes in NPS

How are the themes related to an individual's current and recent change in NPS?

Orange reference lines indicate the current mean score or change.

Showing only themes with at least 25 mentions



“I am less stressed and calmer. I can even see my resting heart rate is lower on my apple watch.”

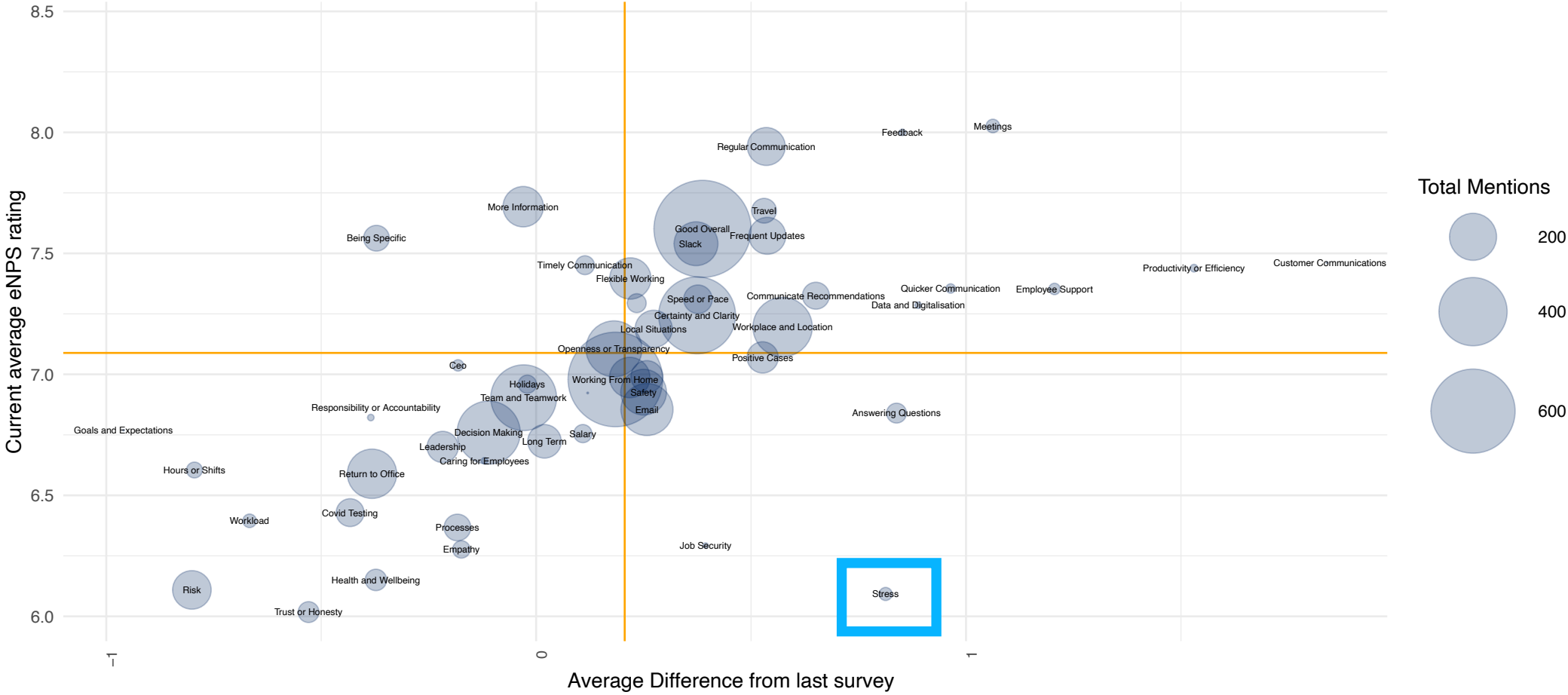
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“Leaders should be given proper training in effectively managing people who are now currently WFH so as not to overwhelm them and be able to balance work loads appropriately”

“I wish we had received tips on how to organize a home office day or how to maintain the work-life balance.”

“Management should communicate the risk and allow people into the office who are informed and prepared to assume the risk. Allow us to make our own choices.”

Individual who had moved from a ‘9’ to a ‘2’ on eNPS

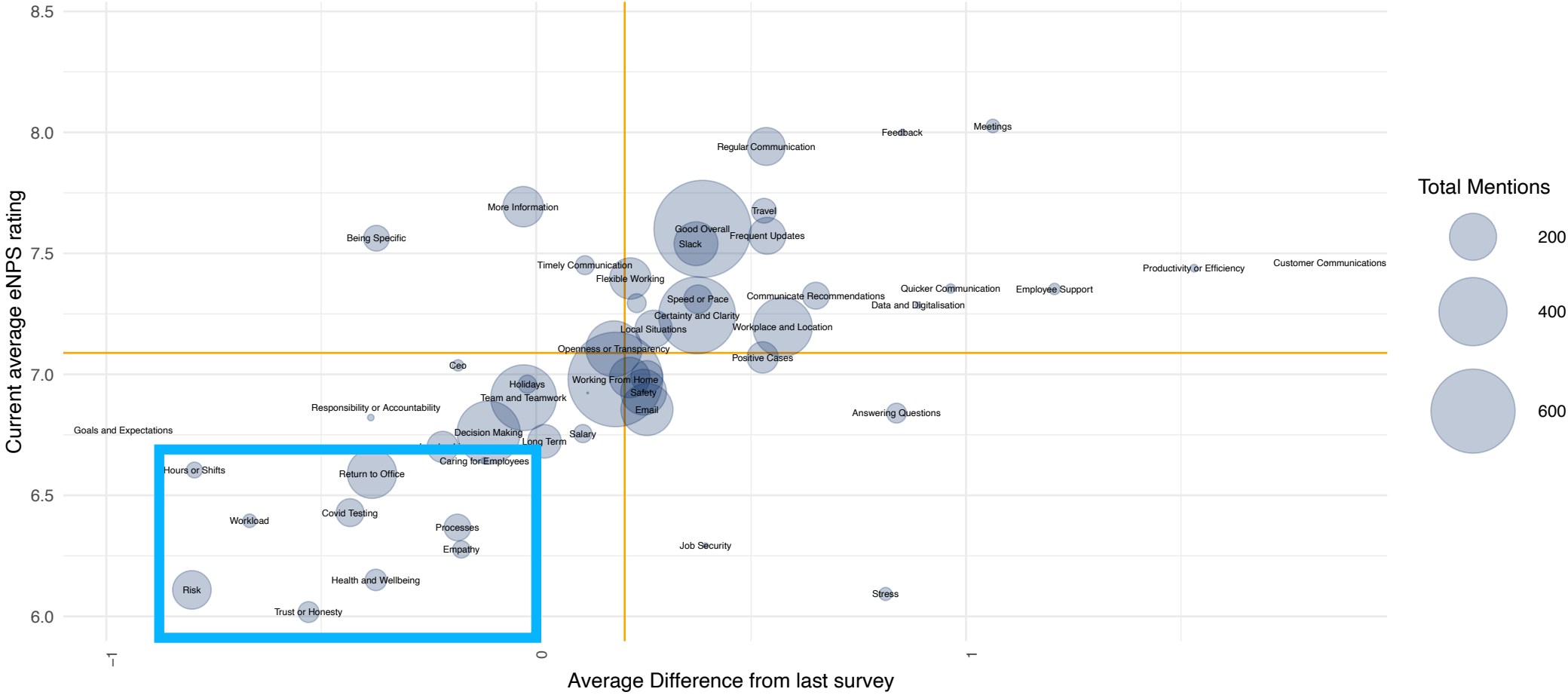
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