Employee Preference

Using real-time preference analytics to make better decisions for your business and employees

Current events are placing pressure on business leaders to adjust short and long-term plans, and in some cases, to help identify cost saving opportunities or to understand how changes may impact employees (i.e., return to work planning). Our platform uses a personalized, web-based experience to provide actionable, quantitative insights on employee preferences. This platform is next generation conjoint analysis - using preference data to preserve employee engagement while simultaneously lowering costs.
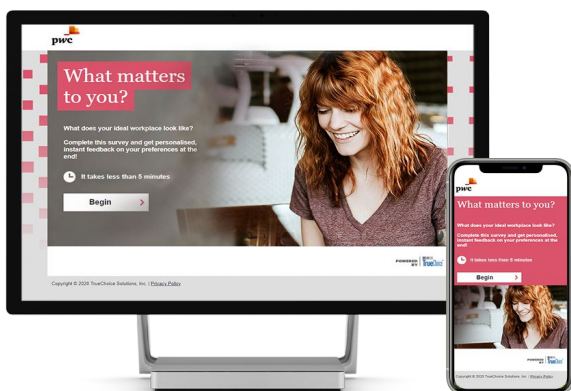
- Measures in real-time *'what'* employees value, their preferences, perceived dollar value, expectations and value gaps
- Provides robust and reliable insights on the impact of changes on an ongoing basis to understand the changing employee sentiment and business impact
- Powered by over 460 algorithms, fast deployment with minimal IT involvement
- No PII data required, General Data Protection Regulation (GDPR) compliant
- **Measurable impact** - Past applications have yielded **$1,500 - $4,000** in cost savings per employee per year while increasing retention, satisfaction, engagement, and performance

Employees
Personalized employee experience

- Analytics powered **user experience** for digital decision support
- Fast, easy-to-use, engaging, works on digital devices
- Proven high response and completion rates

HR departments
Targeted interventions and communication

- **Rich individual profiles** can be filtered by demographic category — integrates with HRIS
- Individual data can be used for personalized offers and value messaging

Fast and effective implementation - Custom solution in weeks

75+ Fortune 500 success stories

30m+ Users

Management
Real-time insights, fact-based decisions and measurable impact

- **Continuous, real-time insights** to inform HR decisions, risk management, strategy, employee experience, offer augmentation, etc.
- **Rich dashboard** provides instantaneous scenario modeling of cost and employee impacts

One platform, many applications, measurable impact:

1 Assess and adjust HR cost	2 Improve retention, engagement, performance	3 Alternative work arrangements (remote, etc.)	4 Actionable downturn protection	5 Employee well-being	6 Redundancy management

Our process and outcomes help you balance employee engagement with cost efficiency

▶ Content design

- Create customized survey content based on your specific fiscal and human capital goals
- Design the platform and interface according to your branding

▶ Dynamic, personalized data collection

- Your employees compare different elements of rewards and employee experiences in terms of their needs and preferences
- Adaptive survey technology creates personalized tradeoff scenarios for employees

▶ Powerful data analytics

- Patented technology powered by over 460 econometric algorithms
- Allows collection of more precise data with fewer respondents in less time compared to traditional survey techniques

▶ Insights and Action

- Rich dashboard with segmentation capability
- Quick identification of key opportunities for potential investment and cost savings
- Real-time scenario modeling

Outcomes

- Predict and quantify the impact of potential program modifications on costs and employee satisfaction
- Identify where costs can be reduced while maintaining or potentially increasing employee satisfaction
- Identify key opportunities to enhance existing or introduce new programs in a cost efficient way
- Collect insight on how to better align current spend with what employees value

Why PwC?

Our support includes designing the survey based on your specific goals, perspectives and constraints, interpreting results, providing training on the technology, extracting actionable insights, and developing/implementing an action plan. This combination of data-based and people-based consulting services helps to create the increased value for our clients and their employees.

Expertise and Support

- Recognized leaders in total rewards strategy, costing, administration, and compliance
- Specialists in the areas of workforce effectiveness, engagement and advanced analytics
- Collaboration throughout the process

Technology

- Flexible and customizable for your organizations' specific look, feel, and needs
- Engaging, easy-to-use, dynamic, and high-speed interface
- Rich dashboard with segmentation ability

Analytics

- Advanced analytic modeling measures 'how' individual employees make decisions – quantifies their needs, preferences, perceived value, and satisfaction
- "What if….?" analyses identify return on investment of different reward alternatives
- Consultants who help extract the "so what" behind the results and translate them into practical, actionable results

Nik Shah, Principal, People Analytics Leader
nik.shah@pwc.com | (202) 297-2584

Christine Randazzo, Principal
christine.randazzo@pwc.com | (917) 226-2359