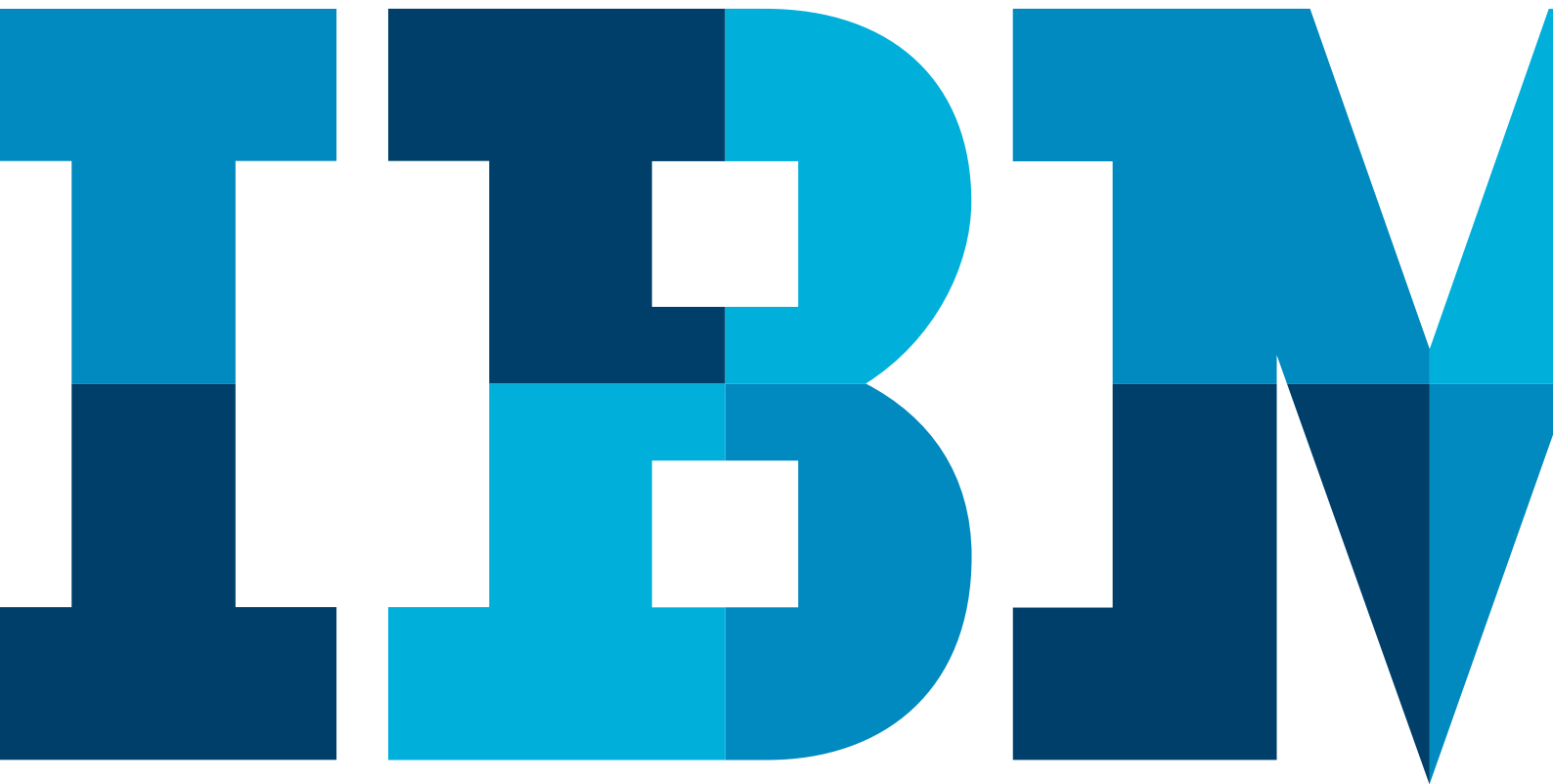


# IBM Predictive Assessments & IBM Kenexa Talent Insights

*Predict which behaviours drive business success*



## What is Kenexa Talent Insights?

IBM® Kenexa Talent Insights, powered by Watson Analytics, uses any workforce data to deliver answers to workforce questions. IBM combines cognitive analytics with deep HR expertise to deliver a powerful, easy to use, cloud based analytics solution.

- **Explore** data by asking questions using familiar HR terms
- **Predict** key HR drivers like attrition, engagement and performance
- **Share** insights and become a strategic advisor to the business.

## Combine IBM predictive assessment scores with business data to get insight on:

IBM predictive assessments scores and business data can enable HR professionals to answer the following questions:

- How do assessment scores correlate to quality of hire?
- What traits and behaviours are common among my top performers?
- Which job families contain my highest performers?
- How engaged are my top performers and how do they perform against others?
- What are the key predictors of sales attrition based on on-boarding, development and engagement scores?
- Where should we invest recruiting budget and which job family?
- Which department, regions, roles are my oldest employees in and do we have the skills in place to fill retirement positions?

## Benefits

**Explore: Do high assessment scores lead to high performance and engagement across the business.**

- Measure the impact of the predictive assessments used in the recruitment program across geographies and job families
- Accelerate speed to insight on descriptive and correlational insights.

**Predict: What are the top behavioural drivers of business outcomes such as customer service?**

- Gain insight to which traits, behaviours and skills predict success in key job families across regions against HR/business metrics.

**Share: Gain executive alignment by sharing results through, easy to understand, infographics and dashboards**

- Use workforce data and to uncover fresh new insights that will help drive business success.

Figure 1: Identify correlations between leadership assessment data and business metrics



Figure 2: Learn what drives behaviour and outcomes by finding predictive insights hidden in your data.



Figure 3: Gain alignment and be seen as a strategic partner to the business.





---

IBM United Kingdom Limited  
PO Box 41, North Harbour  
Portsmouth, Hampshire PO6 3AU  
United Kingdom

IBM Ireland Limited  
Oldbrook House  
24-32 Pembroke Road  
Dublin 4

IBM Ireland registered in Ireland under company number 16226.

IBM, the IBM logo [ibm.com](http://ibm.com) and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

Kenexa is a trademark or registered trademark of Kenexa, an IBM Company.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

© Copyright IBM Corporation 2016



Please Recycle