

# HRTECH Outlook

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## Top 10 HR Analytics Solution Providers - 2019

It is not surprising to see organizations today undergoing a transformation to align their functions with the perspectives and expectations of the new age workforce. At the forefront of leading the change, human resources professionals are seen as the vanguards of the new age, rebuilding an organizational framework that nurtures the aspirations of employees to achieve business goals. This requires new tools to better manage human capital and steer the change management process. The modus operandi has shifted from HR systems and processes focused on traditional areas such as employee record keeping and HR administration to spearheading the entire talent management spectrum—from acquisition to retention of talent.

Today, the onus on the CHRO is to implement HR applications and tools that foster greater employee engagement and increased productivity. To deliver a consistent employee experience across geographies, HR analytics is transforming how HR teams operate, giving them insights and allowing them to actively and meaningfully contribute to an organization's bottom line. HR managers are leveraging people analytics to enhance the employee experience using insights gleaned by examining data-driven factors

such as how an organization retains top employees, the effectiveness of training programs, the impact of an organizational structure, and the interaction between employees and the company, to name a few.

In the wake of these trends, HR Tech Outlook has compiled a list of top 10 HR analytics solution providers to guide organizational leaders in harnessing the technology to better serve their employees. Through our cover story, featuring MicroStrategy, we bring to you an organization that is providing analytical and mobile solutions to HR professionals and helping them leverage the data and optimize staffing levels better. Another featured company, BullseyeEngagement LLC, provides highly configurable HR solutions for talent development and employee engagement.

With several innovative technological capabilities and success stories up its sleeves, these leading companies are constantly proving their mettle in the field of HR analytics landscape. We hope this edition of HR Tech Outlook helps you build the partnership you and your firm need to foster a technologically-driven business.

We present to you HR Tech Outlook's "Top 10 HR Analytics Solution Providers - 2019."

### BullseyeEngagement LLC

recognized by **HRTECH** **Outlook** magazine as

TOP 10  
 HR ANALYTICS  
 SOLUTION PROVIDERS - 2019

*The annual listing of 10 companies that are at the  
 forefront of tackling customer challenges*

**Company:**  
 BullseyeEngagement LLC

**Description:**  
 Provides highly configurable HR solutions for talent development and employee engagement

**Key Person:**  
 Adeel Zaidi  
 Founder & CEO

**Website:**  
[bullseyeengagement.com](http://bullseyeengagement.com)

## BullseyeEngagement LLC The Most Flexible HR Technology Solution Provider

During his visit to the Society for Human Resource Management's (SHRM) 2018 annual conference, Adeel Zaidi, the founder and CEO of BullseyeEngagement LLC, came across an interesting article. The piece featured various KPIs—SHRM-recommended and ISO-endorsed—which could be leveraged by HR leaders to track performance at their organizations. Zaidi realized that they were not mere KPIs but key drivers for HR leaders to make decisions based on credible, real-time data. An idea immediately struck Zaidi's mind. "I couldn't wait to get my team on the bandwagon and create a powerful solution that could revolutionize the HR industry," says Zaidi. The result was a flexible human capital business intelligence (BI) dashboard, which BullseyeEngagement's team integrated into their comprehensive cloud-based human capital management platform—hitting the bullseye in the process.

Although BullseyeEngagement's platform is currently helping hundreds of organizations to nurture their talents from 'hire-to-retain,' its new addition—flexible human capital BI dashboard—takes the platform's capability a level higher. It not only empowers clients to calculate and display performance metrics but also makes the configurability easier, such that organizations can add or delete HR metrics from the standard dashboard. The tool allows clients to drill down to successive organizational levels and populate data through a simple methodology. Further, it provides optional performance benchmarking to industry averages and internal targets and also allows companies to control user access to its elements. "We can have this up and running for clients in less than two weeks, which is unheard of in our industry," states Zaidi. "We have received massive appreciation from SHRM and ISO members for this latest addition into our comprehensive platform," he adds.



Adeel Zaidi



At its core, BullseyeEngagement provides industry-agnostic HR solutions through its platform that allow decision-makers to better manage performance review, risk, goals, talent, check-ins and many other features. The platform has separate modules to address the needs for performance management, goal management, talent development, succession planning, and compensation planning, while providing decision-makers with BI dashboards for effective decision-making. This not only helps clients facilitate a coaching and mentoring culture, but also enhances employee retention and significantly improves employee engagement. Since the platform is designed with a bottom-up approach, employees can reach out to their reporting managers or HR heads to develop their own career paths. Top talent is benchmarked so that they can act as mentors to other employees.

The solutions developed by BullseyeEngagement can be subscribed in a la carte fashion, where clients only pay for what they use. The company also updates its platform frequently based on client feedback and user considerations, which ultimately allow clients to resolve their biggest challenges. Zaidi comments, "The secret sauce to our success is listening to customer pain-points and reacting to them proactively, with new features added continuously." In one instance, BullseyeEngagement helped a client prevent impending sexual harassment lawsuits by exposing problems beforehand. The platform brought clarity into the process, and the anonymous communication carried out through BullseyeEngagement's platform helped the client more timely become aware of the issues, allowing them to take proactive measures internally.

BullseyeEngagement has always been an advocate of listening to the needs and demands of its clients and delivering innovations that can help the HR industry. With the recent addition of its human capital BI dashboard, the company has indeed taken the next step in its evolution toward becoming a leader in the HR solution space, positioned to remain there for the foreseeable future.