Using AI for Retention @ IBM

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Agenda

+ HR Culture of AI
+ Using AI in HR
+ Retention Programs
+ 3 Key Takeaways
+ What’s on your mind?
“The most fundamental shift needed to work in Data Science, Machine Learning, & Artificial Intelligence is understanding how decisions are made and evaluated in a probabilistic environment vs. a deterministic one.”

-Ana Echeverri, AI Skills Learning Leader

AI Mission

We’re advancing the field through our portfolio of research focused on 3 areas:

- Advancing AI
- Scaling AI
- Trusting AI

Labor cost reductions

- 20-50% labor costs
- 20-25% new skills & jobs

Culture

- Artificial Intelligence is being used to uncover insights previously unimaginable

Attrition & acquisition costs savings

- 10-15 pts attrition declines
- $6-12K per person onboarding and training costs

People

- Shift skills to Data Science, Machine Learning, Cognitive Analytics, & AI skills through learning and certification programs underpinned with Agile & Design Thinking

Science-based

Data driven

Human-centered

Decision making...
Using AI in HR

**We are using AI in HR to improve our processes and outcomes to improve employee engagement:** Our goal is to achieve best in class engagement, where all team members love what they do, are inspired and dedicated to client outcomes, continually learn, and can bring their best selves to work every day.

**Employee and Manager Self Service tools using Watson** for HR, payroll, benefits and routine processes and questions while learning and improving capability for more engagement.

**Skills & Learning:** Continually growing skills and expertise; supported through focused learning and feedback to grow.

**Employee Engagement Survey Insights:** Elite global community taking pride in the outcomes and value our work brings every day.

**Retention Analytics:** Using predictive analytics to identify talent with high risk for the propensity to leave.
To achieve goals for retention using AI and predictive analytics, it is important to adopt an ecosystem of people, understanding of system platforms, workflows and data.

- **People**: Enabled skilled professionals
- **Data**: platforms sources, access, and uses
- **Workflow**: Cognitive workflow, and IP driven technology processes

**Be curious- ask questions and understand problems to solve**

**Evaluate data trends and themes for leavers**

**Develop profile for retention w/D&I scope**

**Pilot w/algorithms for those who have the propensity to leave**

**Use AI to gather insights and actions to take**

**Engage clients to validate, then automate, and scale**
Retention results

- Retention declines in key markets
- Retention declines in Top Talent
- Employee Engagement improves

- Diversity Improves
- Proactive retention action plans
- Decrease attrition costs
- Decrease Compensation costs

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Key Success Factors

1. Leverage the data you have

*Processes, professions, models and structures across enterprise are all in need of reinvention*

Embrace automation, eliminate inefficiencies and reduce waste across processes, professions, models and structures

2. Get agile, change fast and make an impact

*Data must deliver meaningful insights and elicit action to improve care, quality, outcomes and innovation*

Insights and related actions replace big data and analytics

3. Reinvent your workforce to ignite talent

*People must be digitally empowered and intuitively engaged while building new skills*

AI influences decision making strategies
Key Takeaways

1. Invest in AI based interactions and tools
2. Obtain new sources of data and extract maximum insights from existing data using AI-enabled systems
3. Use AI to personalize the journey for your clients
4. Gain skills in AI