



Predictive HR

Real-time HR preference analytics solutions for employee insight and cost optimization

The global leader in real-time preference analytics

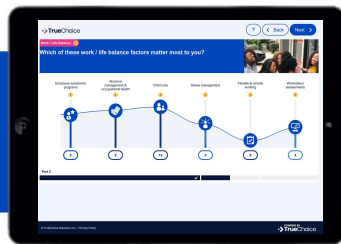


The leading solution in real-time HR preference analytics

Proprietary, real-time HR analytics platform delivered as Managed Service (SaaS)

- **TrueChoice** measures in real-time **‘what’** employees value, preferences, quantifies perceived value and value gaps.
- The technology is powered by over 460 patented algorithms and delivered as customized Software-as-a-Service (SaaS).
- The **TrueChoice** platform is fully customized to client requirements.
- Fully mobile/responsive solution.

Past US, European, and Asian applications have yielded \$800 – \$2,000+ per employee annual savings in annual benefits and rewards while maintaining (and often even increasing) employee value / satisfaction.



Employee



HR Managers



Company

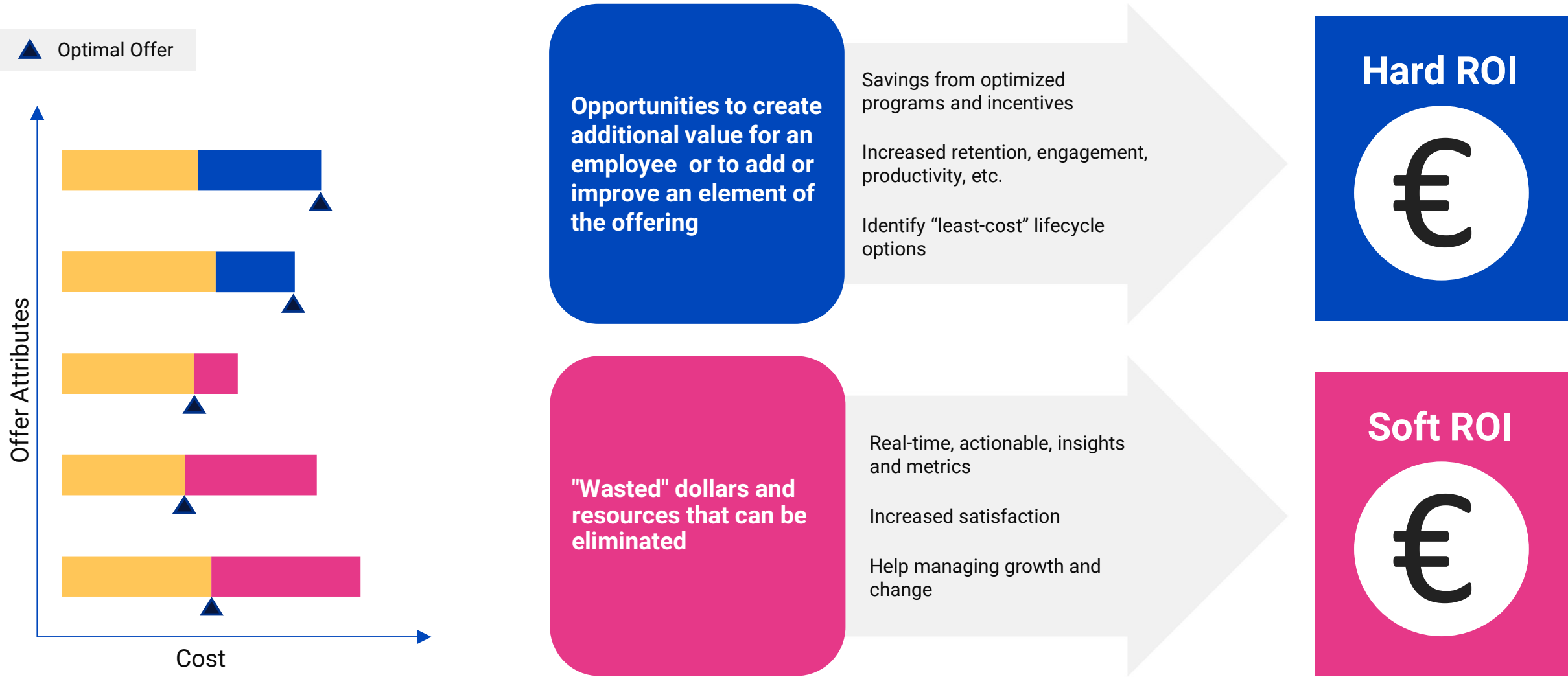
- ✓ Analytics powered, better **employee experience** for 1:1 decision support
- ✓ **Personalized** content, education & decision support
- ✓ Fast, easy-to-use, engaging, works on all devices
- ✓ **Rich 1:1 profiles** — integrates with HRIS/ERP
- ✓ **Scalable** lead generation for recruiting and internal mobility
- ✓ Individual data for **personalized offers**, value messaging, etc.
- ✓ **Continuous, real-time insights** for value based offers and cost/performance optimization
- ✓ Measures preferences, expectations, satisfaction, perceived value, etc.
- ✓ Built-in optimization and segmentation tool sets



Measurable ROI through alignment

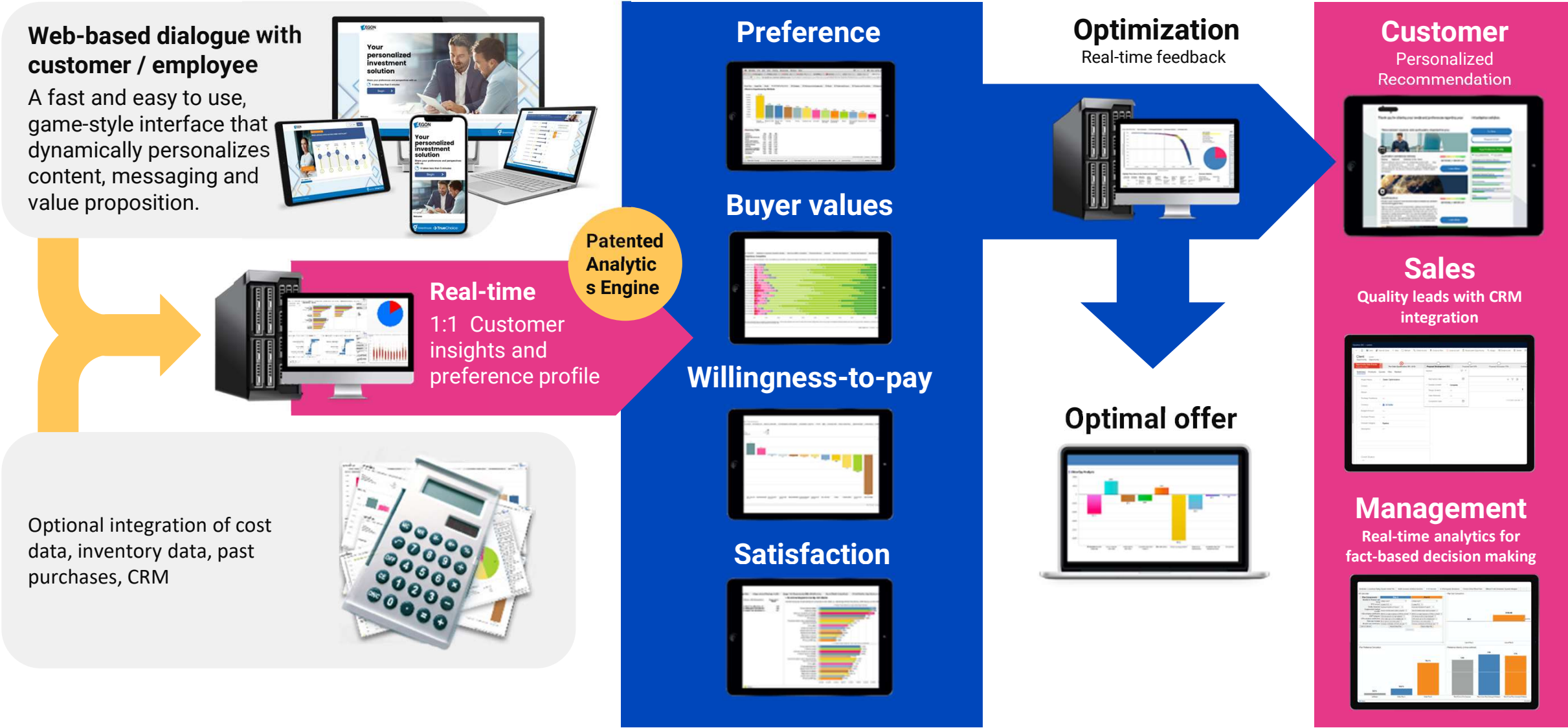
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Example: Employee offer & retention optimization

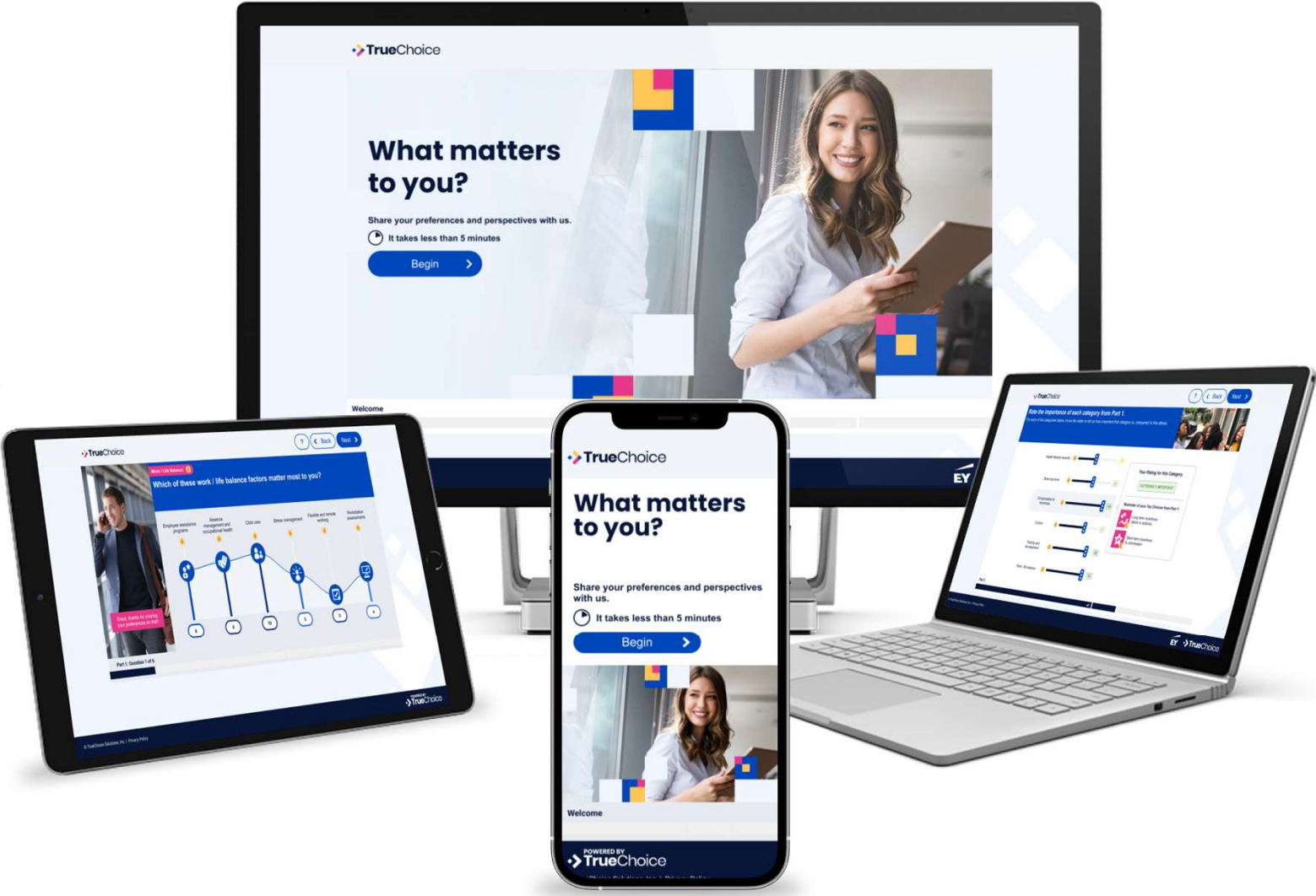


A personalized dialog with each customer delivered as SaaS

Powered by real-time preference analytics



Engage employees across all channels and devices



Unique, compelling, actionable insights

TrueChoice real-time HR preference analytics measure, for each employee: value drivers, perceived value (quantified), value gaps (“Money down the Drain”), satisfaction, etc.

- Custom Dashboard delivers real-time insight on employee preferences and value
- Real-time optimization of cost, satisfaction and preference
- Powerful scenario modeling to estimate impact on cost and perceived value

Over 100 metrics available.



HR preference analytics



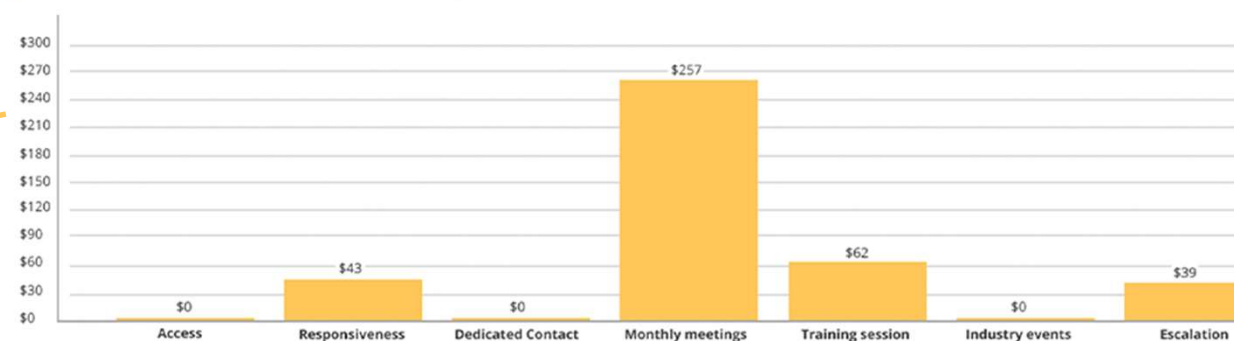
Perceived value

Willingness to Pay

Preference Drill Down: Relationship Management



Perceived Value Drill Down: Relationship Management



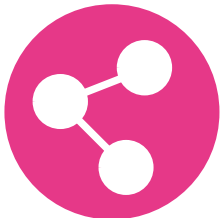
Summary: Key benefits of the TrueChoice analytics solution

Our patented real-time preference analytics solution is a best practice for customer insights, offer optimization and customer experience



Better customer / employee experience

- Easy-to-use, engaging, fast
- Fully personalized content
- High response and completion rates
- Works on all devices
- Real-time feedback and education
- Overcomes GDPR challenges



Better technology, better process

- Fully integrated with business processes, CRM, supply chain, etc.
- Powered by 460+ patented econometrics algorithms
- Rapid configuration and deployment
- SaaS -- scalable architecture, easy to update and maintain
- Continuous and real-time - true capability transfer



Better insights to optimize cost and value

- Rich insights via 100s of actionable metrics
- Patented validation, high predictive precision
- A "live" decision platform, not just a PPT
- Measurable ROI (higher revenue, margin, cost optimization, etc.)
- Compelling, measurable ROI

