



Leverage AI for Sentiment Analysis for the Employee Experience

STRATEGY BRIEF
2024

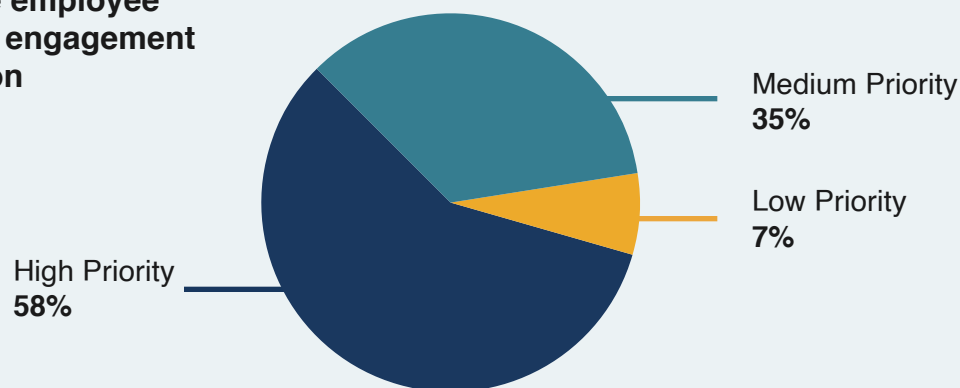


Current State

Organizations are increasingly recognizing the importance of the employee experience in driving engagement, productivity, and retention. To gain a deeper understanding of employee sentiment, many are turning to AI-powered sentiment analysis tools. These tools can analyze various forms of employee feedback, such as survey responses, social media posts, and internal communication channels, to identify patterns and trends in employee emotions and attitudes. By leveraging AI for sentiment analysis, organizations can gain valuable insights into the employee experience, identify areas for improvement, and create a more positive and supportive work environment.

Priorities for 2025

Improve the employee experience, engagement and retention



Source: Brandon Hall Group HCM Outlook 2025 Study

Complexities

While AI-powered sentiment analysis offers significant potential for enhancing the employee experience, several complexities need to be addressed:

- ◆ Ensuring the accuracy and reliability of AI algorithms in interpreting human emotions and sentiments.
- ◆ Protecting employee privacy and data security when analyzing sensitive employee feedback.
- ◆ Addressing potential biases in AI algorithms that could lead to misinterpretation of sentiment.
- ◆ Effectively communicating and acting upon the insights derived from sentiment analysis.

Implications

The implications of effectively leveraging AI for sentiment analysis are substantial. For organizations, it can lead to improved employee engagement, reduced turnover, enhanced productivity, and a stronger employer brand. For employees, it can result in a more positive and supportive work environment where their voices are heard and their concerns are addressed. Moreover, it can contribute to a more inclusive and equitable workplace by identifying and mitigating potential biases in employee feedback.

Critical Questions

To successfully leverage AI for sentiment analysis for the employee experience, organizations should consider the following critical questions:

- 01** What sources of employee feedback are most valuable for sentiment analysis?
- 02** How can the organization ensure the accuracy and reliability of AI sentiment analysis tools?
- 03** What steps can be taken to protect employee privacy and data security?
- 04** How can the insights from sentiment analysis be effectively communicated and used to drive meaningful change?

Brandon Hall Group™ Point of View

The employee experience is critical to organizational success, impacting engagement, productivity, and retention. AI-powered sentiment analysis tools offer a powerful means of understanding employee emotions and attitudes by analyzing various feedback channels. This allows organizations to proactively address concerns, foster a positive work environment, and ultimately drive positive business outcomes. However, successful implementation requires careful consideration of data accuracy, privacy concerns, potential biases, and effective communication of insights.

To address the critical questions surrounding the use of AI for sentiment analysis in enhancing the employee experience, organizations should consider the following:

01 Identifying Valuable Feedback Sources:

Utilize a diverse range of data sources, including employee surveys, social media posts, internal communication channels, and performance reviews, to gain a holistic understanding of employee sentiment. Prioritize sources that provide rich, qualitative data and allow for nuanced analysis of employee emotions and attitudes. Ensure data sources are representative of the diverse employee population and capture a wide range of perspectives. As Brandon Hall Group's research on candidate experience reveals, only 26% of organizations rate themselves as very effective at providing a good candidate experience. This highlights the need for comprehensive data collection and analysis to understand employee sentiment throughout the employee lifecycle, starting with the candidate experience.

02 Ensuring Accuracy and Reliability:

Select AI sentiment analysis tools that have undergone rigorous testing and validation for accuracy and reliability. Regularly evaluate the performance of the tools and fine-tune them to ensure they are accurately interpreting employee sentiment. Consider using a combination of AI and human analysis to validate the accuracy of the insights. It's important to remember that AI should be used to enhance, not replace, human judgment.

03 Protecting Employee Privacy and Data Security:

Implement strict data privacy and security protocols to safeguard sensitive employee feedback. Ensure compliance with relevant data privacy regulations, such as GDPR and CCPA. Maintain transparency with employees about how their data is being collected and used for sentiment analysis, emphasizing data anonymization and aggregation techniques to protect individual identities.

04 Communicating and Driving Change:

Develop clear and concise visualizations and reports to communicate the insights gleaned from sentiment analysis to stakeholders. Use the insights to pinpoint areas for improvement in the employee experience and develop targeted interventions. Track the impact of interventions and make adjustments as needed to ensure continuous improvement in the employee experience. When implementing AI-driven solutions, it's crucial to start small, focusing on specific use cases, and gradually scale up as the organization gains experience and confidence.

Authors and Contributors



Matt Pittman (matt.pittman@brandonhall.com) wrote this report. Matt brings nearly 30 years of experience developing people and teams in a variety of settings and organizations. As an HR Practitioner, he has sat in nearly every HR seat. A significant part of those roles involved building out functions in organizations and driving large-scale change efforts. As a Principal Analyst at Brandon Hall Group™, Matt leverages this in-depth experience and expertise to provide clients and providers with breakthrough insights and ideas to drive their business forward.



Michael Rochelle (michael.rochelle@brandonhall.com) contributed to this report. He is Chief Strategy Officer and Principal Analyst at Brandon Hall Group™. Michael leads a wide range of advisory support and strategic engagements for Fortune 1000 and small- to medium-sized organizations as well as leading and emerging solution providers across the HCM industry. Michael has more than 30 years' experience in HR, IT, sales, marketing, business development, and strategic and financial planning in Fortune 500 and venture-backed start-up organizations.



Mike Cooke (mike.cooke@brandonhall.com) is CEO and Principal Analyst at Brandon Hall Group™. Mike has more than 20 years' experience in human capital management and the research, software and technology industries. Before running Brandon Hall Group™, Mike was co-founder of AC Growth, a research and consulting firm, and VP and General Manager of Field Operations at Bersin & Associates, a global analyst and consulting services firm in all areas of HCM.



Rachel Cooke (rachel.cooke@brandonhall.com) is Brandon Hall Group's Chief Operating Officer and Principal Analyst. She is responsible for business operations, including client and member advisory services, marketing design, annual awards programs, conferences and the company's project management functions. She also leads Advancing Women in the Workplace and Diversity, Equity and Inclusion initiatives, research and events. Rachel worked in the HCM research industry for 15 years and held several key management and executive positions within the Talent and Learning Research, and Performance Improvement industries.

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

Membership

Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

Advisory Offerings

Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.



**SOME WAYS
WE CAN HELP**

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.