

From Data Overload to Strategic HR: Intercom's Journey with PeopleInsight

Executive Summary

Intercom, a growing company with a 50-person HR team, wanted to improve its people analytics capabilities to enable strategic decision-making. With only one data analyst to handle all stakeholder requests and deliver insights, Intercom faced challenges in scaling its analytics operations. To overcome these limitations, Intercom implemented PeopleInsight by HireRoad.

Key Challenges:

- **HR Reporting:** The HR team at Intercom found it challenging to balance stakeholder requests and efficiently analyze their fragmented HR data due to a lack of adequate tools.
- **Complex HR Technology Integration:** Intercom used multiple platforms (*Workday, Greenhouse, CultureAmp, and Lattice*) to manage talent and HR data, and integrating this data into a single view for analysis was a difficult and resource-intensive process.
- **Limited Scalable Analytics Support:** Having only one data analyst meant the HR team was inundated with requests, and unable to deliver necessary insights efficiently.

Solution: To overcome these challenges, Intercom adopted PeopleInsight to deliver scalable insights and streamline manual reporting. By integrating the platform into daily workflows, **their HR analyst increased productivity and significantly reduced time spent on repetitive data tasks.**

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PeopleInsight gave us the ability to quickly access key analytics, which would have been impossible without building out extensive internal infrastructure.

— HR Analyst, Intercom



Benefits from using PeopleInsight

Unified and Customizable Analytics

The integration of data from four distinct platforms into PeopleInsight enabled Intercom to establish a centralized repository for Talent Acquisition (TA) and HR data. Furthermore, collaboration with PeopleInsight analysts facilitated the customization of dashboards and the enhancement of reporting capabilities.

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The PeopleInsight team has been a great thought partner. Our dedicated analyst helps us refine ideas and build new ways of looking at our data.

— HR Analyst, Intercom

Measurement of Onboarding Performance

PeopleInsight improved Intercom's ability to analyze new-hire onboarding performance by integrating CultureAmp with Workday. This enabled real-time tracking and more granular insights into the onboarding process.

Data Democratization

Providing HRBPs with self-service analytics through PeopleInsight significantly reduced data requests to analysts, allowing both analysts and HRBPs to focus on more strategic work.

Conclusion

PeopleInsight transformed Intercom's use of HR data, empowering their data analyst to expand their work and share data more widely. This led to key internal stakeholders gaining a deeper understanding of HR metrics, which in turn facilitated improved decision-making based on data-driven insights.



About PeopleInsight by HireRoad

PeopleInsight is a trailblazer in people analytics, offering an affordable, highly customizable solution.

Our industry-leading software, unifies your people data and delivers actionable insights in just 5 days. We empower forward-thinking businesses with best-in-class analytics and ongoing analyst support, to create better business outcomes at the lowest possible cost.

For more information, visit PeopleInsight.com



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