

Building a Talent Analytics Function

Company: Kantar
Industry: Media
Revenue: Approx. \$3.3 Billion
Employees: 30,000+



Mission-critical priority

The Global Head of Workforce Planning and Talent Analytics needed to design and implement a successful talent analytics function from scratch.



How Gartner helped

The client used:

- **Benchmarking with Gartner** to gain cross-industry peer perspectives
- **Gartner Benchmarking Budgetary Tool and TA benchmarks** and measures to analyze spending
- **Access to Gartner's library of resources** including pre-made graphics for the whole team
- **Gartner advisory support** to have questions answered quickly and directly



Outcome

With support from Gartner for HR, the client:

- **Invested in high-impact areas** and demonstrated where investments would pay off
- **Increased ability to articulate value of hiring**, bringing in new skills and resources, against increasing spend
- **Increased credibility and trust** within the team and confident decision-making.

“[Gartner] has opened my eyes to the value of research and the value of outside perspective on what you do.”

- James Bryce, Global Head of Workforce Planning and Talent Acquisition