

Generative AI for HR team at

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Unilever



Problem Definition

Database

Anonymous, was used to represent a real use case in a consumer-packed goods company

Business Case

Unilever's Restructuring Project

Problem:

- Realignment of departments and roles
- Overwhelming data on employee skills & performance
- HR lacks time and technical resources for deep analysis





Why GenAI?



Pain points

- Too much data, no clear action
- Subjective, biased decisions
- Inability to match employees to new roles
- Disconnected tools (dashboards, spreadsheets, feedback)

Solution

- Generate insight summaries and next-step recommendations from graphs
- Enable users to query employee data using a natural-language chatbot

Proposed Generative AI Solution

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Insight Generator



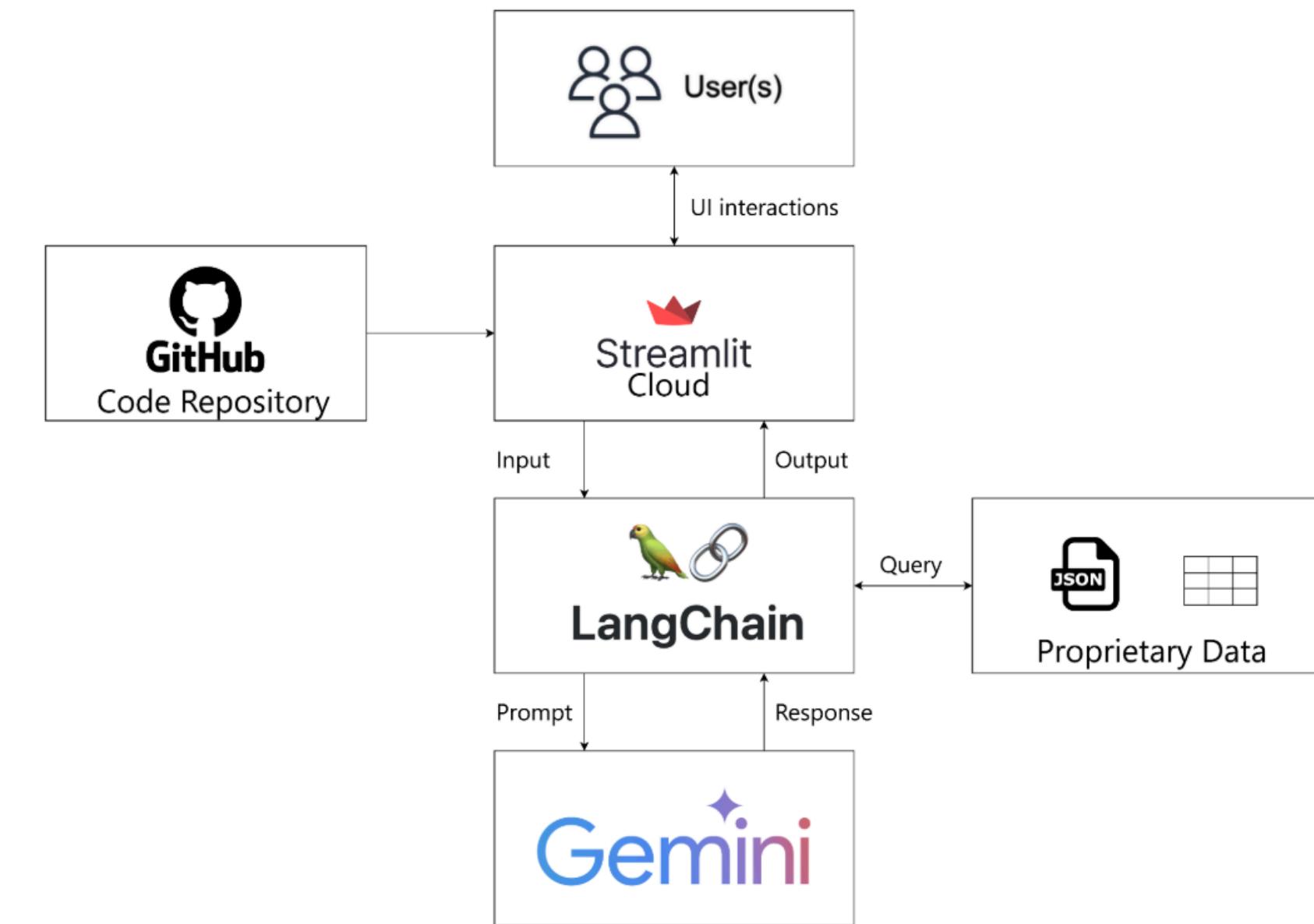
- Problem:** HR Teams lack analytical capabilities
- Understands and interprets HR dashboards
 - Generates easy-to-read insights from charts
 - Suggests next steps (description, insights, and actionable)

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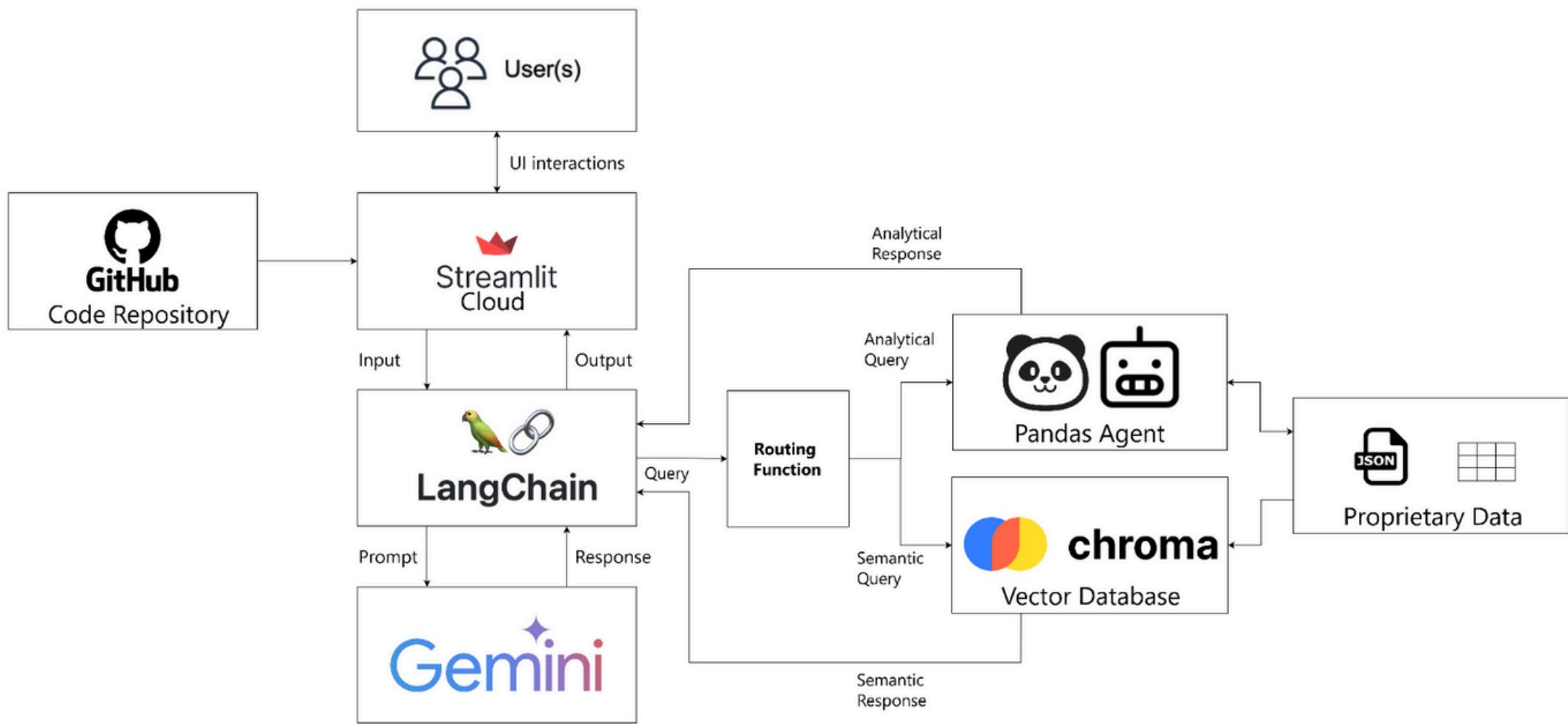
Natural Language Chatbot



- Problem:** Charts don't answer HR specific questions
- Ask questions about performance data
 - Get instant answers on assessment results, score breakdowns, or role alignment



Advanced AI Techniques



Two types of proprietary HR data

- **Text-Based Data:** Comments, qualitative feedback, skill definitions
- **Numerical DataFrames:** Assessment scores, behavioral metrics, completion times

Solution

- *Multi-step classification chain* to automatically detect query type:
 - **Semantic → RAG**
 - **Analytical → Pandas Agent**

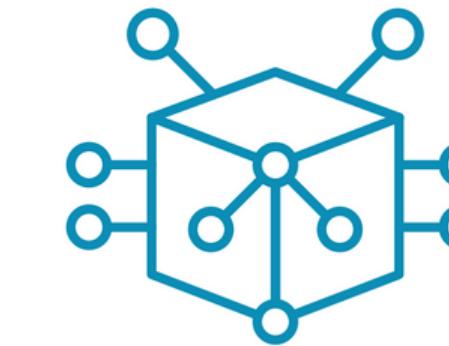


DEMO

Evaluation & Analysis

Model Performance

- Measure of confidence in AI-generated answers
- User adoption rate
- Response time



Business Impact:

- Time Saved in HR Decision-Making
- Generated data-based recommendations with no reference to tenure or seniority
- Managers gained holistic skill and behavioral insights without needing to interpret dashboards

Critical Observations



Challenges and limitations:

- Data quality, employee assessment data may be incomplete
- Differences in how teams or regions fill out evaluations
- No critical judgment



Ethical considerations:

- Employees asking to understand why AI is influencing a decision about their future
- Historical data could reflect gender, racial, or cultural biases



Future Directions:

- Monitor user behavior to improve chatbot accuracy
- Auto-Generated HR Reports customized by team or role
- Global Rollout Across Regions & Business Units



Ready to Experience the Future of HR?

Visualize

Understand

Act with confidence, and speed

