

Conversation between Complex Data and Home Universe

Complex Data [CD]: So, it sounds like Home Universe has been using Data Churn for a while now. Is that correct?

Home Universe [HU]: That is correct. We have a few licenses that we bought 3–4 years ago, and our team has been using the tool to analyse data and generate insights.

CD: How convenient is the tool to use?

HU: It is a difficult tool to use, I must admit, but the team has learnt how to make the most of it.

CD: How would it impact the team if the data load increased or if requests were made to fulfil urgent business needs?

HU: It does not affect us much. We have trained a team of five people on how to use Data Churn effectively.

CD: How frequently does the demand for business needs increase?

HU: Not much. The requests pile up only when one of the five members quits our organization and we are waiting for a new member to be trained on Data Churn.

CD: What has the team's experience with or feedback on Data Churn been?

HU: Yes, our team members certainly do not like using Data Churn and tend to quit within 12–18 months.

CD: As a result, the company must spend money and train staff members to use Data Churn successfully. How much time and money are required to complete the required trainings and certifications?

HU: It takes 4–6 weeks of training for a new team member to use Data Churn competently. So, that is at least 1.5 months of salary incurred as training cost. In addition to that, we also make a separate payment for the new team member to complete certain training projects, certifications and quizzes provided by Data Churn, which costs about a month's salary of a team member. So yes, our training cost is quite high. And so far in this year, we have trained six new members because of employee attrition.

CD: What choices does the team have if a lack of personnel

HU: Data Churn offers services as well, wherein they provide us one of their trained employees as an additional team member when one of our team members leaves and we are in the process of training a new one. But they charge really high rates for it, which is about three times what we pay our team members. So, we either use that option to handle heavy workloads when we are short-handed, or we pay overtime for the existing trained team members.

CD: Is the cost of the overtime much greater than the standard salary?

HD: Yes, our overtime pay rate is double the normal salary. But even with overtime pay, the existing team members are not willing to do the extra work, which leads to further attrition.

CD: Got it. But when you employ contractors from Data Churn, who do not know your data as well as your team members, does that not affect the quality of the work?

HU: Absolutely, data knowledge is key to our work. So, when we employ Data Churn contractors, the quality of their analysis and insights is not as good as what our team members would produce because the former do not have in-depth knowledge of our data. Because of this, our existing team members need to review their work, which leads to duplication of effort.

CD: Then there must be circumstances where the quality of the work is affected and the situations are escalated by the various departments. How does Data Churn assist the team in regaining control of the situation?

HU: Tell me about it! I keep getting escalations every other day from the heads of various departments that my team is not functioning optimally. I wish I could get some peace of mind at times. Data Churn is certainly not helping our case!

CD: Given that data quality is degraded and insights are delayed, it must have an impact on how various departments make decisions. Is it correct?

HU: It definitely does. Our business is becoming more and more data driven, and all the departments are highly reliant on us to provide on-time quality insights. Else, their decisions are delayed or are sub-optimal. Just last week, the Head of Marketing was on my case on the phone, talking about how their marketing campaign was delayed by more than two weeks during the peak season because my team could not share insights on which stores are to be targeted for the campaign.

CD: It sounds like Data Churn is causing employee attrition, high training costs, high overtime costs, high contractor costs, low-quality output, duplication of effort and delays, thus affecting critical business decisions. Is that a fair summary?

HU: Looks like Data Churn is indeed a pain in the neck!