

Workforce intelligence and benchmarking: End-to-end talent analytics to identify key drivers of talent retention and churn across peers

THE ASK

- Talent retention **benchmarking** of target vs peers in the **non-audit accounting market**
- How **employees churn** at target compare to its peers and how does **talent flow** within competitors
- Analyze **employee sentiment** for the target and peers on **workplace attributes**
- Compare **compensation structure** for **employees across levels** in target firm vs competitors

WHAT BCN DID

Comprehensive workforce intelligence solutions

Workforce analysis

- BCN team conducted a **detailed research**, **identified** and **mapped relevant subsidiaries of priority players** for comprehensive analysis using Aura platform
- Checked **career pages/company websites** to understand **job titles in detail and categorized them into key roles** - Associate, Manager, Director, and Partner, ensuring a **focused analysis**
- **Analyzed the data**, created **views** to reveal **patterns** in workforce churn over time, average company tenure, talent sources/ destinations, and the geographic distribution of roles
- Further **validated our findings** on growth/attrition etc. using lit. search/ OpenAI

Employee sentiment analysis

- BCN team captured the **voice of employees** by scraping Glassdoor reviews (using RAVE) and categorized them into **key themes** leveraging **sentiment analysis tool – ClassifAI**
- **Analyzed sentiment ratings and key themes across players**, thus providing a clear comparative view on **employee satisfaction**

Compensation analysis

- BCN team pulled **compensation data** for various **roles across players** from multiple job portals, hence ensuring **comprehensive coverage**
- Our **comparative analysis revealed insightful patterns** in the **pay structures** across players in the US market, highlighting differences and trends for roles such as Associates, Managers etc.

Tools / databases leveraged



VALUE ADD / KEY INSIGHTS

- Target's employees reported **higher level of satisfaction**, leading to **lower attrition** as compared to peers
- Most players were **losing talent to Big 4**, primarily due to **higher compensation** offered across roles
- **Target hired higher share** of workforce from **Big 4** triggered by **learning opportunities** and **work life balance**