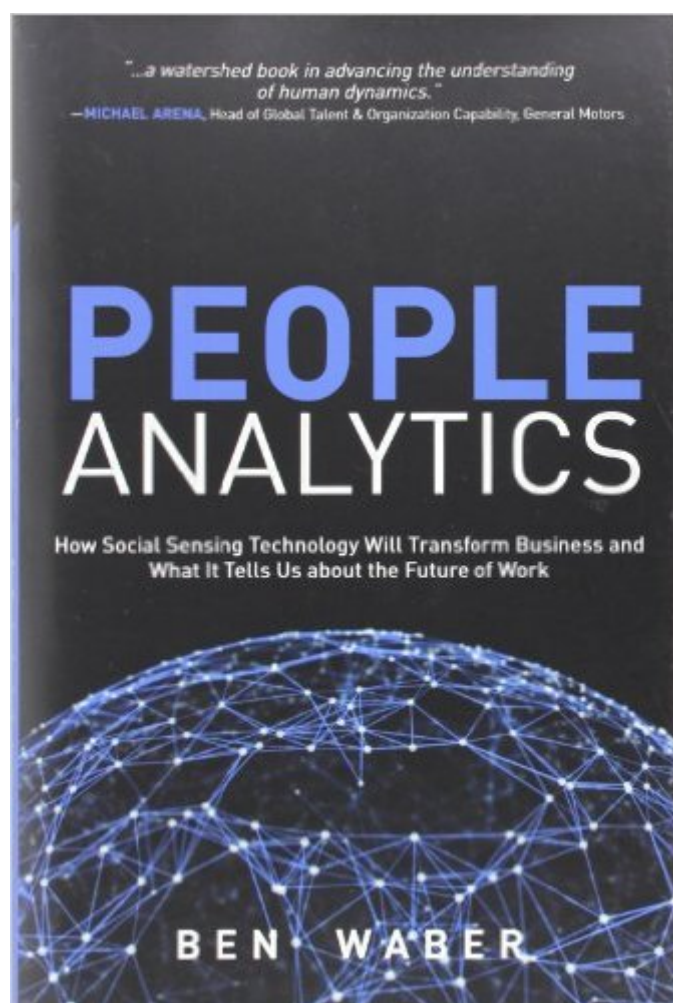


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# People Analytics: How Social Sensing Technology Will Transform Business And What It Tells Us About The Future Of Work (FT Press Analytics)



## Synopsis

Discover powerful hidden social "levers" and networks within your company | then, use that knowledge to make slight "tweaks" that dramatically improve both business performance and employee fulfillment! In *People Analytics*, MIT Media Lab innovator Ben Waber shows how sensors and analytics can give you an unprecedented understanding of how your people work and collaborate, and actionable insights for building a more effective, productive, and positive organization. Through cutting-edge case studies, Waber shows how: Changing the way call center employees spent their breaks increased performance by 25% while significantly reducing stress. Quantifying the failure of marketing and customer service to communicate led to a more cohesive and profitable organization. Tweaking the balance of in-person and electronic communication can enhance the value of both. Sensor data can help you discover who your internal experts really are. Identifying employees involved in "creative" behaviors can help you promote innovation throughout your business. Sensors and simulations can help you optimize your sick-day policies. Measuring informal interactions can improve the chances that a merger, acquisition, or "mega-project" will succeed. Drawing on his cutting-edge work at MIT and Harvard, Waber addresses crucial issues ranging from technology to privacy, revealing what will be possible in a few years, and what you can achieve right now. In bringing the power of analytics to organizational development, he offers immense new opportunities to everyone with responsibility for workplace performance.

## Book Information

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## Customer Reviews

Collaboration is a 21st century buzz word. Ben Waber uses science to prove how collaboration adds significantly to a company's bottom line. If I told you that "changing how people spent 15 minutes of their day" could yield \$15 million in profit, would you believe me? You should because Ben Waber et al. proved it in their experiments namely the water cooler effect during his research at MIT. He wrote his findings as a fantastic read called *People Analytics: How social sensing technology will transform business and what it tells us about the future of work*. Waber collected data from modified employee worn ID badges and analyzed the effects of human interactions. While email data can easily be mined to produce a description of written office communication, Waber and his team at MIT wanted to capture the "hidden" communication in office settings. The value of the coffee break Waber et al. studied the effects of synchronized coffee breaks for call center employees at Bank of America. The results showed conclusively that employees were more cohesive and less stressed as a result of taking their "coffee" breaks with colleagues. The experiment did not require employees to communicate, they did that naturally. The orchestrated communication made employees feel more cohesive. These factors increased productivity and significantly decreased employee turnover. All significantly increasing BoA's bottom line. Co-location and outsourcing software development Next, Waber investigated remote teams working together. Obviously, teams working together, at the same location, is ideal. But, what about remote teams? How can we increase their productivity?

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