



**illumin8**HR

impact through insights

**Case study:**

# Liaison Group broadens strategic value to the NHS with Activ8's people analytics



Unique proposition for NHS clients wanting a **'whole of workforce'** view



Supports **strategic conversations** with C-suite, particularly HR, clinical and nursing leaders



Delivering Liaison People Programmes based on **client outcomes** from people analytics

## At a glance

**About:**

Liaison Group is a well-established and trusted health economy partner, providing expert advisors, established technology and best practice process improvement to over 250 National Health Service (NHS) clients. Its work has resulted in millions of savings for reinvestment in health and social care through their Workforce, Financial and Care businesses.

**Industry:**

Healthcare

## The challenge

Liaison Workforce was already established as an expert in analytics in the temporary staffing area, but wanted to extend their successful analytical approach further to include the whole of workforce. They required a solution that would help create clearer linkage between their benchmarking of hospital workforce metrics (Liaison Workforce Index) and advisory solutions for driving measurable improvements in workforce management areas (Liaison People Programmes).

## The solution

Liaison Workforce wanted a proven solution that they felt could and would be used by people managers and did more than traditional BI tools. They saw in Activ8 Intelligence's solution a product that did the work automatically – as well as best practice HR metrics and reports, finding and delivering insights that non-technical people could easily understand.



"Analytics is front and centre to our workforce proposition, positioning us as a true partner for the NHS. It has enabled our commercial team to have strategic conversations with HRDs on workforce programmes to drive change in the NHS."

**Judith Shaw**  
Managing Director, Liaison Workforce

Working closely with Activ8, Liaison were able to aggregate NHS workforce data for the first time, with data being drawn from areas including finance, recruitment, e-rostering and temporary staff, to name a few. New customers can now be up and running with the solution within a few weeks.

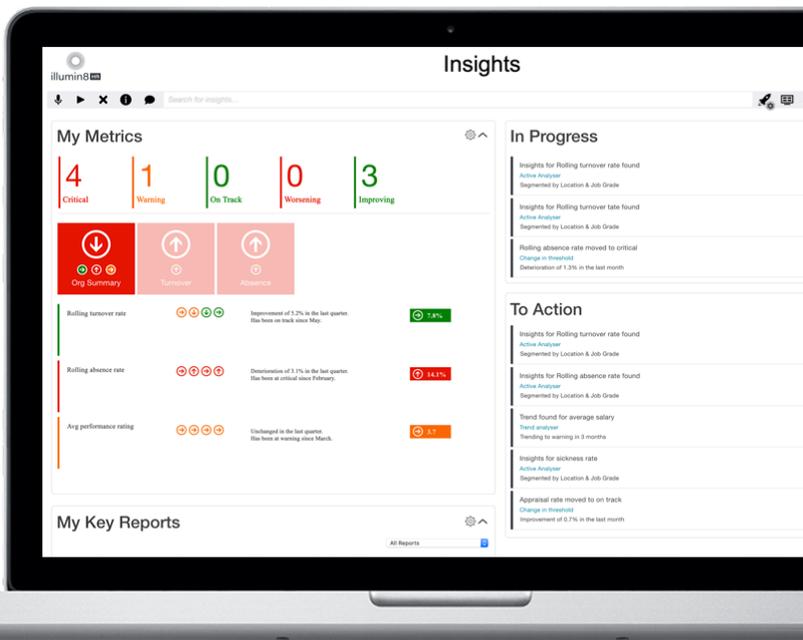
With the granular insights provided and the ability to focus in on specific areas, Liaison can now easily identify the areas that would benefit from their People Programmes. As a hypothetical example:

- A spike in temporary spend occurs – the cause is unclear
- The Activ8 solution analyses the data and identifies a correlation with staff not following procedure to book last minute holiday days
- Suggested action plan is to carry out further training on the booking and authorisation process to avoid such instances in the future



“The system is delivered ‘fully loaded’ with clients’ data and with reports, dashboards and insights for all key areas. Ongoing resource requirements are minimal, as insights are automatically found and presented in a way that end users can understand easily.”

**David Jones-Stanley**  
Head of Workforce  
Advisory Services,  
Liaison Workforce



## The outcome

Liaison Workforce has created solutions and services that support clients on their transformation journey to managing the workforce more effectively. By partnering with Activ8, Liaison Workforce is enabling their clients to obtain actionable insights to reduce temporary worker demand, develop and retain key talent and provide relevant and important, actionable insights to HR and wider management.