



Use Cases
HUMAN RESOURCES

webtrends



SharePoint® Analytics

— for Human Resources



Monitor & report on content usage, engagement & collaboration on HR-related content to reduce number of calls/emails to HR.

How Webtrends Analytics for SharePoint will help your HR team optimize content, helping employees get answers to simple questions without having to pick up the phone or send an email.



Establish your baseline:

Key metrics to know

It is important to have a baseline of current usage of SharePoint, if available, of the areas being measured. Knowing the number of routine and complex phone calls before any changes will help gauge effectiveness.

Key Metrics

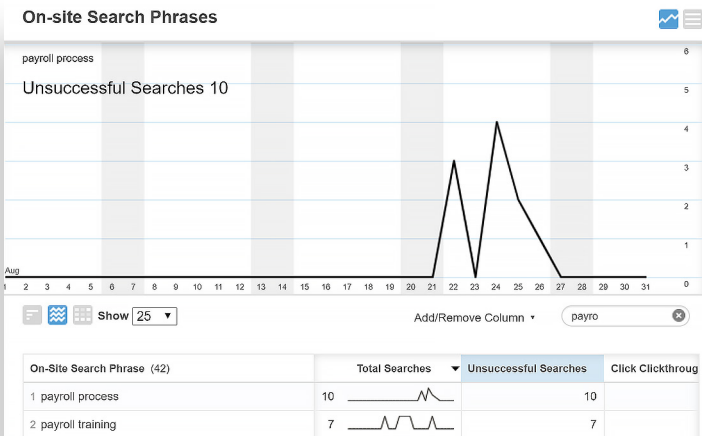
- Number of routine phone calls to HR per month
- Number of complex phone calls to HR per month
- Number of successful searches of online content by employees
- Number of unsuccessful searches (0 results)
- Number of searches before clicking a result
- Use of Search tools (e.g. refiners/filters, scope adjustment)
- Number of document opens for each piece of content segmented by department



Use Case Benefit

Determine content needs by understanding search activity

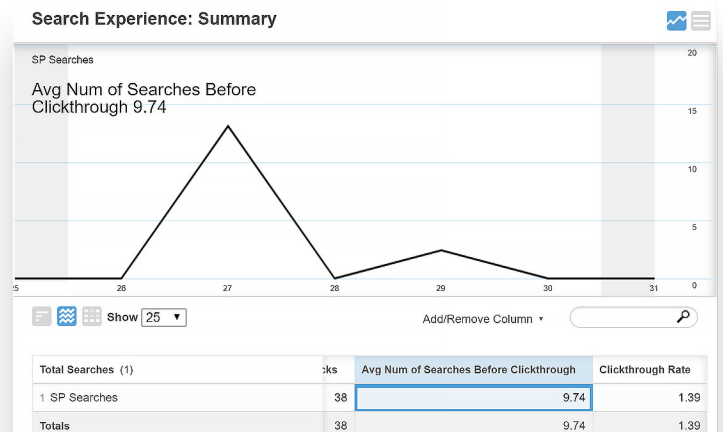
1



The On-Site Search Phrases Report will show you which search terms are being entered and whether or not results were returned. If users aren't getting the results they are looking for, content needs to be created.

Payroll process and payroll training content needs to be created

Search Experience – Summary Report will help to understand if users are finding the results they need using Search.



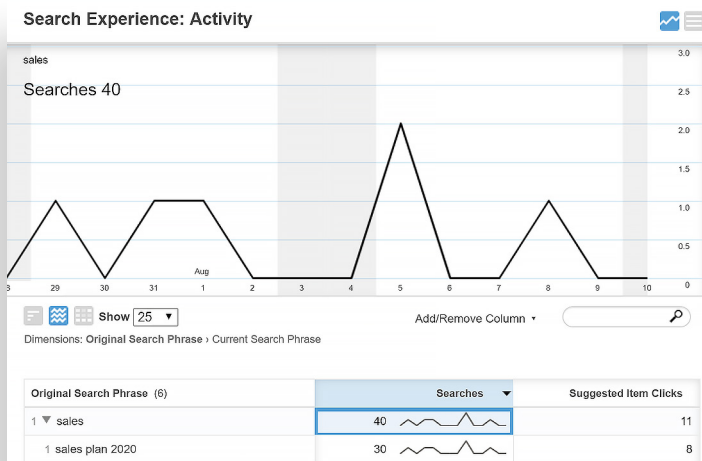
By monitoring the average number of searches before clickthrough, you can determine how effective search is performing and whether it is returning relevant results



Use Case Benefit

Gauge content effectiveness monitoring multiple searches

2



The Search Experience - Activity Report will show you how often multiple searches are used, or when users have to repeat the search with different terms to find what they are looking for.

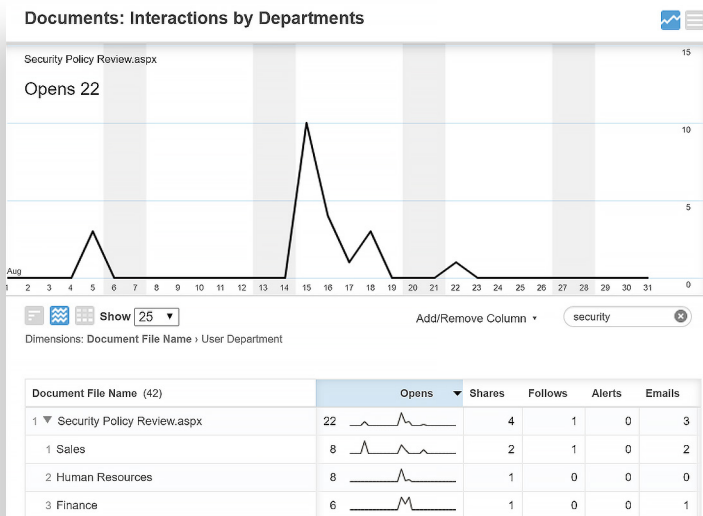
By understanding where people start in their search and end up, content needs can be determined and holes filled.



Use Case Benefit

Monitor SharePoint usage and engagement by department

3



The Document Interactions by Departments Report will show you activity by department and per document. Easily see which departments aren't viewing your content.

In this example, the company has issued a new security policy, requiring all departments to review. Only the sales, human resources, and finance groups have viewed the new policy.



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Analytics for Sharepoint

Join our clients in their journey to optimizing content and improving HR efficiency with the only **Microsoft approved** analytics solution for Sharepoint.

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