



E-PAPER

PEOPLE ANALYTICS BEYOND TURNOVER PREDICTION:

*Potential Applications
of AI in HR*

WHO WE ARE:

Authorship & Team



The Authorship team is made up of multidisciplinary professionals with expertise in data, technology, business, and innovation. The entire Artefact team works collaboratively to deliver high-impact solutions, always aligned with our clients' needs.

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+1000

CLIENTS

25

COUNTRIES

1700

EMPLOYEES

ARTEFACT
AI IS ABOUT PEOPLE

Artefact is a global leader in consulting services, specialized in data transformation and data & digital marketing, from strategy to the deployment of AI solutions.

We are offering a unique combination of innovation (Art) and data science (Fact).



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1

The Current Scenario: Why Most Companies Are Still Missing Out

Artificial Intelligence in Human Resources is often reduced to a single, familiar scenario: predicting employee turnover.

The rise of generative AI and autonomous agents has been transforming and accelerating decision-making, analysis, and processes across marketing, finance, operations, and several support areas. However, this progress has not yet fully reached HR, which continues to use only a fraction of what the technology already enables. If your company is still applying AI primarily for turnover prediction, this material highlights People Analytics opportunities that most organizations have not yet realized.

Imagine uncovering hidden high-potential talent across your organization, designing hyper-personalized learning journeys for every employee, or even predicting team burnout before it disrupts productivity. Generative AI and Agentic AI are enabling entirely new approaches—from optimizing workforce allocation to providing real-time, confidential well-being support. The companies that move beyond conventional models are gaining an unprecedented competitive advantage.

Yet, initiating People Analytics comes with challenges that are all too familiar. Data is often siloed across HRIS, payroll systems, and engagement platforms, making holistic analysis difficult.

Inconsistent, incomplete, or outdated information can compromise insights, while internal processes and skills may not yet be aligned to leverage analytics effectively. These hurdles are common, and recognizing them is the first step toward overcoming them.



Equally critical is the responsibility that comes with handling employee data. AI for HR is not just a technological undertaking—it carries ethical and legal obligations. Privacy, security, and trust are paramount. Designing AI systems that respect sensitive personal information, comply with regulations, and are transparent to employees requires careful planning and a strong governance framework. Organizations that neglect this dimension risk not only compliance breaches but also damage to employee trust.

This article provides the blueprint for moving from inspiration to implementation. We explore real-world examples from industry leaders, showcase Artefact’s high-impact AI use cases, and provide actionable recommendations. By offering a clear roadmap and practical frameworks, we show how your organization can turn data-driven potential into measurable business impact—well beyond turnover models, and across the full spectrum of strategic HR.

Conventional Focus: Turnover Prediction

THE STRATEGIC POTENTIAL OF AI:

Burnout Prevention
Workforce Optimization
Hidden Talent Discovery
Hyper-Personalized Learning
Risk Prediction



2

AI for HR: a Quick Reference Guide

To unlock the transformative potential of artificial intelligence, HR leaders need to go beyond the buzz and gain a foundational understanding of the core technologies.

While AI is a broad field of computer science dedicated to creating systems that perform tasks typically requiring human intelligence, its true power lies in its specialized branches. This guide breaks down those key concepts, showing you where each technology can solve your most of the challenges within your core HR functions, from Talent Acquisition to Performance Management.

Machine Learning (ML)

Machine Learning is a subset of AI that focuses on building systems that can learn from data without being explicitly programmed for every single task. Instead of writing code for every possible scenario (e.g., "if this, then that"), you provide an ML model with a large dataset, and it learns to find patterns, make predictions, and adapt over time.

To understand how ML works, it's crucial to grasp the two primary ways these models are trained: supervised and unsupervised learning.

Supervised Learning

This is like learning with a teacher. The model is trained on a "labeled" dataset, where both the input data and the correct output (the "label") are provided. The goal is for the model to learn the relationship between the two.

In People Analytics, this same technology is behind the famous Predictive Turnover Model, a core use case for many companies beginning their AI journey. It goes beyond simple intuition by analyzing thousands of data points—from performance reviews to engagement survey results—to identify and answer a crucial question: Which employees are at the highest risk of leaving the company in the next 12 months, and what are the key factors driving this risk? (Ref 7; 14)

Beyond predicting turnover, this same technology enables a wide range of other high-impact applications that can protect employees and the business. By using Machine Learning to identify patterns in data, HR can proactively address critical issues. For example:

- **Burnout & Absenteeism Prediction:** "Can we predict which employees are at risk of burnout or excessive absenteeism by analyzing work patterns and well-being data?"
- **Accident Risk Forecasting:** "Can we forecast which operational teams or locations are at a higher risk of workplace accidents by analyzing historical safety data and environmental factors?"
- **Payroll Anomaly Detection:** "Can we automatically detect and flag unusual payroll entries, such as excessive overtime or duplicate payments, to prevent errors and fraud?"

Unsupervised Learning

This is like learning without a teacher. The model is given "unlabeled" data and is tasked with finding hidden patterns and structures on its own, such as discovering natural clusters of customers with similar purchasing habits. It's about discovering what's already there, not predicting a specific outcome.

- **HR Personas & Employee Segmentation:** "Can we identify natural, distinct personas or segments within our workforce based on their behaviors, skills, and career paths to better tailor our benefits, communication, and development programs?" (Ref 14)
- **Skill-Based Project Clustering:** "Based on past project data, what are the most common skill combinations and team structures that lead to successful outcomes, and how can we use this to build better teams?"

Deep Learning

A more advanced and powerful subset of Machine Learning. Deep Learning models are inspired by the structure of the human brain (neural networks), allowing them to learn from vast amounts of data and recognize highly complex patterns. This is the technology behind facial recognition, natural language understanding, and Generative AI. For HR, it enables more nuanced and accurate analysis of complex data like video interviews or open-ended employee feedback.

Computer Vision

Computer Vision is a field of AI that trains computers to interpret and understand the visual world, including images and videos. It's about enabling a machine to "see" and "process" information in the same way a human eye and brain would. In the HR context, Computer Vision is a powerful tool for automating tasks that rely on document analysis.

It reduces manual effort and improves accuracy by extracting and verifying key information from physical or digital documents.

- **HR Process Automation:** "How can we significantly reduce the manual effort and time required to process and verify a high volume of new hire documentation, such as identification, certifications, and contracts?"

Natural Language Processing (NLP)

NLP is a branch of AI that enables computers to understand, interpret, and generate human language. It's the technology that allows machines to read text and "listen" to what people are saying, and then process that information in a meaningful way. In People Analytics, NLP unlocks the value of unstructured text data, allowing HR to gain deep insights from survey responses, internal communications, and other sources. (Ref 7; 14)

- **Employee Sentiment Analysis:** "What are the prevailing sentiments and themes emerging from our latest employee survey responses, and are there any critical concerns that we need to address immediately?"
- **Labor Market Skill Mapping:** "What are the in-demand skills and emerging roles in the labor market, and how do they compare to our internal capabilities?"

Generative AI & Large Language Models (LLMs)

Generative AI is a groundbreaking type of AI, built upon Large Language Models (LLMs) like GPT-4. These models are trained on vast amounts of text and data, allowing them to not only understand context and nuance but also to create entirely new, human-like content. While traditional NLP might classify a sentence as positive or negative, Generative AI can write a personalized performance review, draft a job description from scratch, or even create a training module. In People Analytics, it is used to create personalized content and intelligent experiences at a massive scale.

- **Personalized Internal Communications:** "How can we create highly personalized and contextually relevant internal communications, like employee development plans or benefits summaries, for our diverse workforce at scale?"
- **Personalized Interview Question Generation:** "How can we create unique, relevant interview questions for each candidate by automatically analyzing their resume and the specific job requirements?"

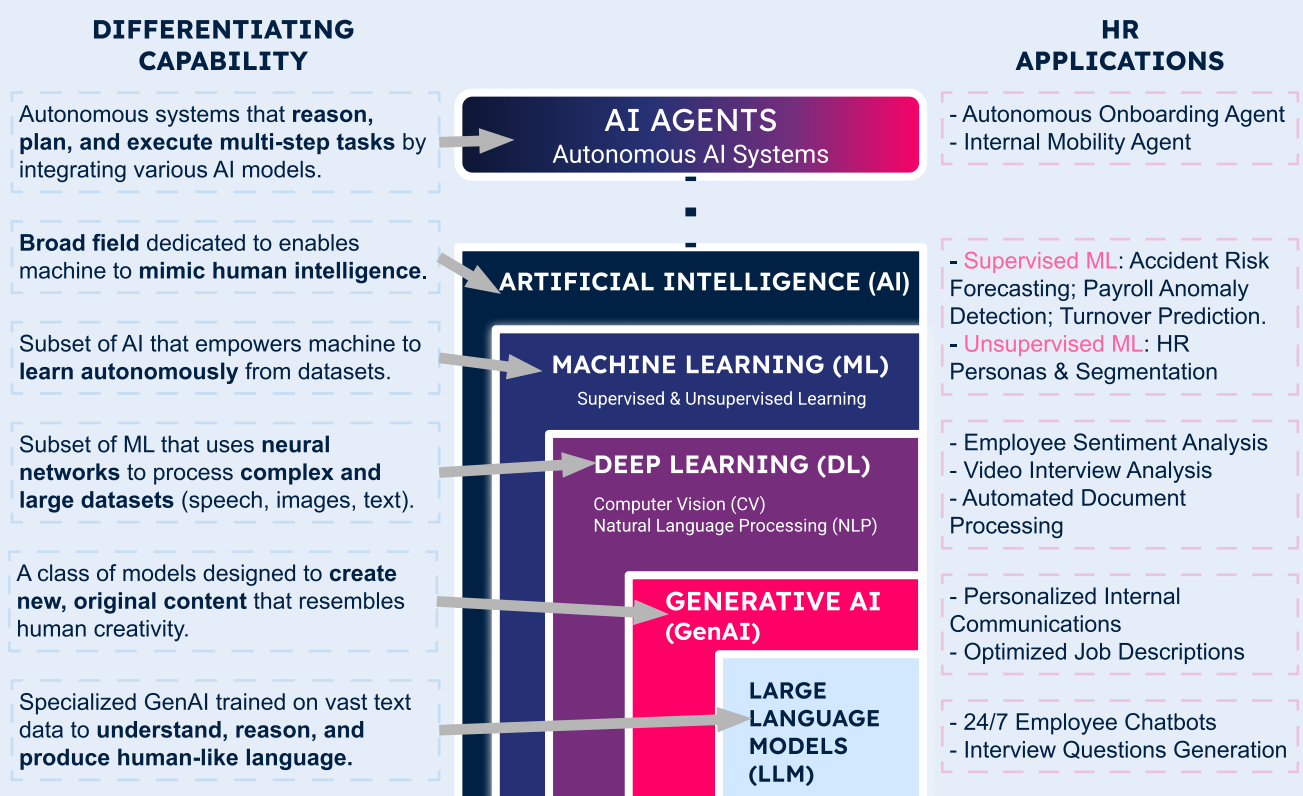
AI Agents & Copilots

AI Agents are the next evolution of AI. They are autonomous systems that can reason, plan, and execute multi-step tasks to achieve a goal, often by using other tools (like sending emails or searching databases). A Copilot is a type of agent designed to assist a human user in their workflow.

- **AI-Based Coaching:** "How can we provide a personalized, 24/7 career coach for employees that proactively enroll them in learning opportunities and send them relevant internal job openings?"
- **Internal Mobility Agent:** "How can we build an agent that not only identifies a good internal candidate for a role but also initiates the conversation with their manager and schedules an exploratory interview?"

This section effectively demystified the core technologies, from the foundational to the bleeding edge. Now, the real question is how to use them to solve your most pressing business challenges. While many organizations are still focused on a single model, the most forward-thinking HR leaders are already mapping these powerful AI solutions across every function, from talent acquisition to employee development. This isn't just about adding new tech; it's about adopting a new framework to transform your team from a reactive support function into a proactive, strategic business partner. If you're ready to see how these tools can unlock the full potential of your HR organization and give you a competitive advantage, let's explore this new frontier.

AI for HR: Reference Guide



3

Mapping AI Applications to HR Specialties

Knowing what AI technologies exist is only the first step. To truly grasp the transformative power of AI, it's helpful to visualize its impact across the entire employee lifecycle—from the first point of contact to their eventual departure.

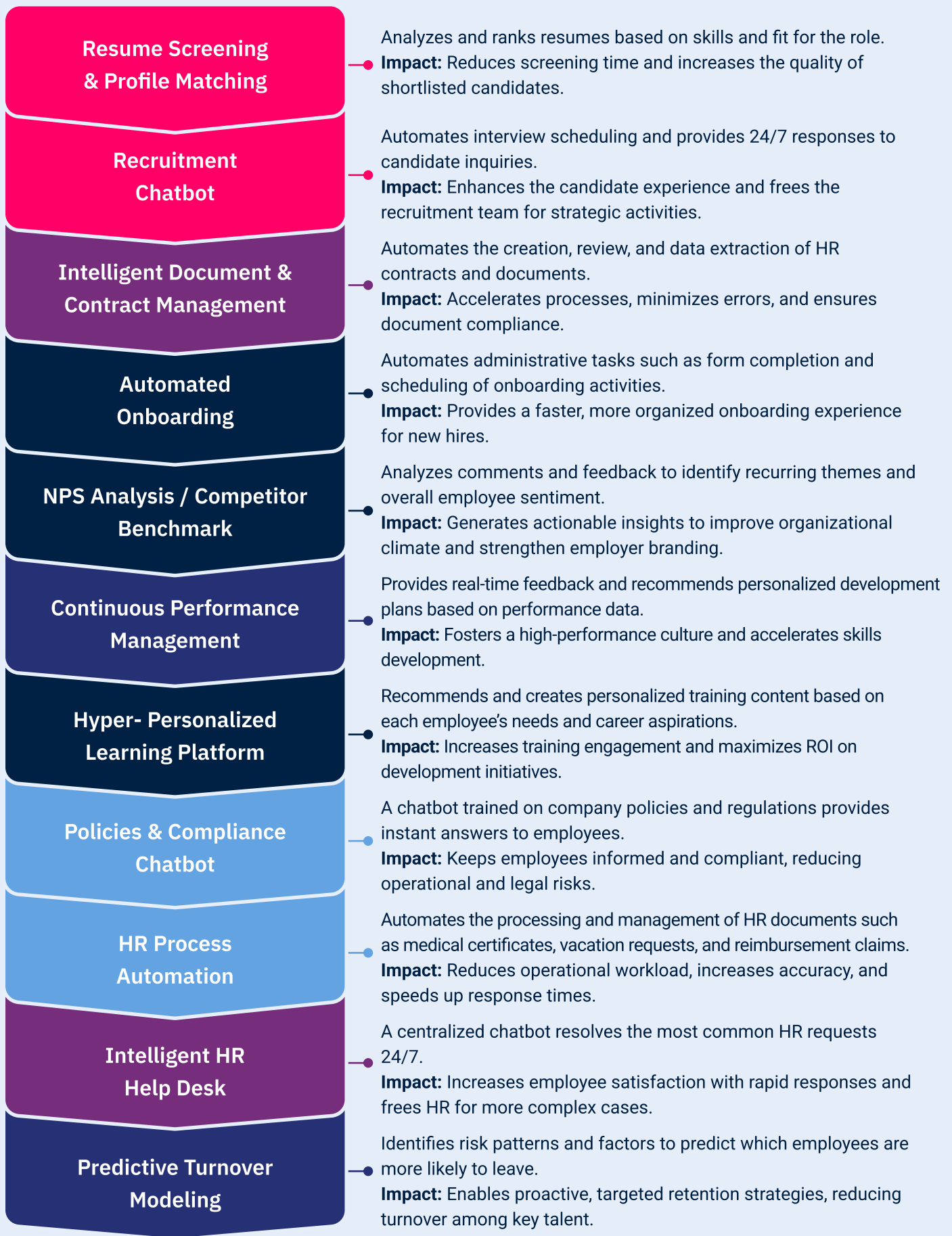
AI offers a suite of tools that can enhance every stage, creating a more efficient, engaging, and equitable workplace.

The diagram below provides a high-level map of these opportunities. It illustrates how different AI technologies, from predictive analytics to Generative AI, can be deployed at critical moments in an employee's journey with your company.

Impactful Generative AI Use Cases from Hire to Retire

1. Resume Screening & Profile Matching
2. Recruitment Chatbot
3. Intelligent Document & Contract Management
4. Automated Onboarding
5. NPS Analysis / Competitor Benchmark
6. Continuous Performance Management
7. Hyper- Personalized Learning Platform
8. Policies & Compliance Chatbot
9. HR Process Automation
10. Intelligent HR Help Desk
11. Predictive Turnover Modeling





Recruitment

Administrative

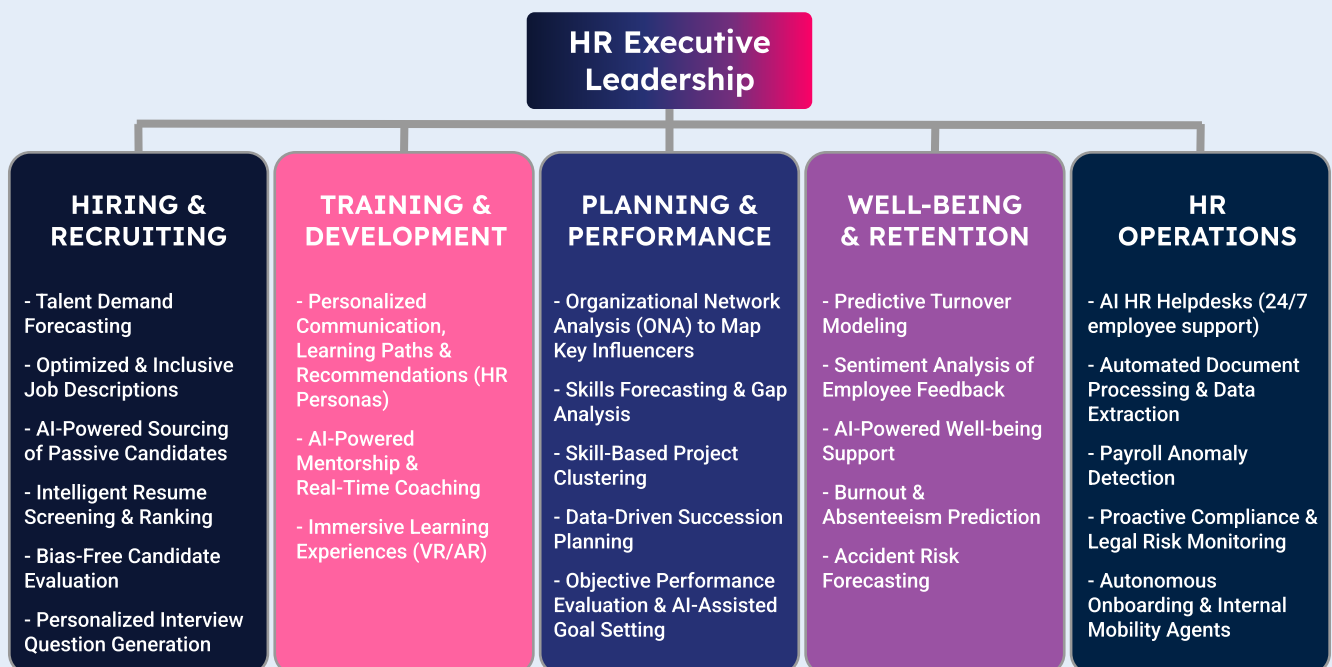
Career management

Workforce
Management

HR Ticketing

While this journey-based view shows what can be achieved at each stage, a deeper, more actionable understanding comes from looking at these applications through the lens of the HR functions responsible for them. The following sections break down these use cases by HR specialty, detailing how teams in Talent Acquisition, L&D, and Operations can leverage AI to solve their specific challenges and drive strategic value. (Ref 14) This approach moves beyond a simple timeline to reveal how AI empowers the very structure of a modern HR organization.

Mapping AI Solutions Across HR Specialties



1

TALENT ACQUISITION: FROM SOURCING TO ONBOARDING

The war for talent is fiercer than ever. Recruiters are often overwhelmed by high volumes of applications, while simultaneously struggling to find candidates with niche skills. AI offers a powerful toolkit to not only automate and accelerate this process but also to make it more intelligent and equitable. (Ref 8; 13)

Smarter Sourcing & Attraction

Before a job is even posted, AI can give you a competitive edge.

- **AI-Powered Sourcing:** Instead of manually searching through LinkedIn or job boards, AI algorithms can proactively scan millions of public profiles (social media, professional networks, open-source projects) to identify passive candidates who match your ideal profile, even if they aren't actively looking.
- **Talent Demand Forecasting:** AI can analyze market trends, company growth data, and historical attrition rates to predict future hiring needs, allowing you to build talent pipelines before a critical vacancy even opens up.
- **Optimized Job Descriptions:** Generative AI can create compelling and inclusive job descriptions tailored to attract the right candidates, removing biased language and highlighting the most attractive aspects of the role and company culture.

Efficient & Fair Screening

The days of manually sifting through hundreds of resumes are over.

- **Intelligent Resume Screening:** NLP algorithms can instantly scan and rank resumes based on skills, experience, and qualifications, freeing up recruiters to focus on engaging with the most promising candidates.
- **Bias-Free Evaluation:** AI tools can be trained to ignore demographic information like gender, age, or ethnicity, focusing purely on a candidate's skills and experience. This helps build a more diverse and qualified workforce.

Engaging Candidate Experience

- **AI Chatbots:** These can provide candidates with instant answers to their questions 24/7, schedule interviews, and give real-time application status updates, significantly improving the candidate experience.
- **Personalized Communication:** AI can tailor communication to each candidate, keeping them engaged and informed throughout the hiring process.

2

LEARNING & DEVELOPMENT: CULTIVATING A FUTURE-READY WORKFORCE

In a rapidly changing world, continuous learning is not a luxury; it's a necessity. AI is revolutionizing how organizations approach training and development, moving from a one-size-fits-all model to a hyper-personalized, data-driven approach. (Ref 8; 13)

Personalized Learning Paths

AI platforms can analyze an employee's current skills, career goals, and even their learning style to recommend customized training modules, articles, and courses. This ensures that learning is relevant, engaging, and directly applicable to their role.

AI-Powered Mentorship & Coaching

AI can act as a personal career coach for every employee. By analyzing performance data and career aspirations, it can suggest relevant mentors within the organization, recommend skill-building projects, and even provide real-time feedback on presentations or written communication.

Immersive Learning Experiences

Virtual Reality (VR) and Augmented Reality (AR) are being used to create realistic simulations for hands-on training in a safe environment. Imagine maintenance technicians practicing complex repairs on a virtual engine or sales teams role-playing difficult client negotiations.

3

TALENT MANAGEMENT & WORKFORCE PLANNING

A company's greatest asset is its people. AI can provide deep, data-driven insights to help organizations understand, develop, and retain their top talent.

Strategic Workforce Intelligence

AI models can analyze organizational structures, skills, and market data to provide a clear picture of your current workforce and future needs. This includes:

- **Key influencers & Potential Silos:** by Organizational Network Analysis (ONA) methodology, we can map informal communication and collaboration networks to identify key influencers and potential knowledge silos in a company. (Ref 14)
- **Skills Forecasting:** Predicting which skills will be in high demand in the future, allowing you to proactively upskill your workforce.
- **Succession Planning:** Identifying high-potential employees and creating data-driven development plans to prepare them for leadership roles.

Fair & Effective Performance Management

- **Objective Performance Evaluation:** By analyzing a wide range of data points—from project completion rates to collaboration patterns—AI can provide a more holistic and unbiased view of employee performance.
- **AI-Assisted Goal Setting:** AI tools can help managers and employees set smarter, more relevant goals that are aligned with both individual aspirations and company objectives.

4

WELL-BEING, & RETENTION

In today's competitive landscape, employee well-being and retention are more critical than ever. AI can help organizations create a more supportive and engaging work environment.

Predictive Turnover Modeling

By analyzing data on employee engagement, satisfaction, and other factors, organizations can predict which employees are at risk of leaving and take proactive steps to retain them. (Ref. 7)

Sentiment Analysis

AI can analyze communication channels like Slack or company forums to gauge overall employee sentiment and identify areas of concern before they become major issues. (Ref. 7; 14)

AI-Powered Well-being Support

AI chatbots and apps can provide employees with confidential access to mental health resources, stress management tools, and personalized well-being recommendations. (Ref. 5)

5

HR OPERATIONS & ADMINISTRATION

AI is automating the repetitive, time-consuming administrative tasks that often bog down HR departments, freeing up your team to focus on more strategic initiatives.

Intelligent HR Help Desk

AI-powered chatbots can instantly answer a wide range of common employee questions, from "How much vacation time do I have left?" to "What's the company's policy on remote work?". This provides employees with 24/7 support and reduces the administrative burden on HR staff.

HR Process Automation

Computer vision and NLP can be used to automatically read, extract, and categorize information from documents like resumes, contracts, and invoices. This dramatically speeds up processes like onboarding and compliance checks.

Proactive Compliance & Risk Management

AI systems can be trained to monitor regulatory changes and internal data to flag potential compliance risks, such as overtime violations or pay equity discrepancies, before they become major issues.

In this chapter, we have explored this diverse catalog, which demonstrates how AI can be applied across every function, directing HR toward a universe of AI application possibilities, well beyond conventional predictive Turnover models. In the next section, we will delve into real-world examples of how leading companies are implementing these applications, focusing on specific use cases that can generate agility, assertiveness, and significant impact for your organization.

4

Proven Impact: Real-World Use Cases by Artefact

Theory and potential are exciting, but tangible results are what truly matter. At Artefact, we bridge the gap between AI ambition and real-world business value.

We partner with organizations to build and deploy bespoke AI solutions that solve their most pressing HR challenges. This chapter showcases how our expertise in data science and AI has transformed HR functions for our clients, delivering measurable improvements in efficiency, employee retention, and strategic decision-making. These are not just concepts; they are proven, high-impact applications in production today. (Ref 3)

1 AI-Driven Workforce Health Monitoring at a Large Consumer Packaged Goods Company

Traditional methods for managing employee health are often reactive, focusing on symptoms rather than causes. This leads to high rates of absenteeism, increased overtime costs, and reduced workforce efficiency, leaving organizations unprepared to mitigate the impact of health-related issues on their business.

The AI Solution

A large beverage company, a client of Artefact, implemented a proactive, AI-driven solution to anticipate and mitigate workforce health risks. The platform uses a machine learning model to forecast absenteeism for the next three months. It analyzes a wide range of data points—including employee profiles, job details, medical information, and historical location data—to provide an objective and predictive view of potential health issues. This data-driven approach helps detect early signs of burnout and illness before they lead to significant absenteeism.

Business Gains

- ✓ **Significant Cost Reduction:** the system delivered a substantial financial return, with BRL 2.4 millions in savings achieved through successful interventions and optimized resource allocation.
- ✓ **Proactive Health Management:** The solution enabled a more agile response to potential health problems, allowing teams to design 46 action plans during the pilot phase.
- ✓ **Improved Workforce Well-being:** By proactively addressing health risks, the company reduced employee strain and overload, leading to an overall enhancement of day-to-day well-being. (Ref 3)

2 AI-Driven Jurimetry for Labor Lawsuit Prevention at a Large Consumer Packaged Goods Company

Managing labor-related legal risks is a significant challenge for large organizations, often leading to substantial financial liabilities and inefficient processes. A large corporation was faced with significant legal provisions for labor lawsuits and paid an average of over 460,000 hours of overtime every year throughout Brazil, highlighting the need for a proactive and data-driven approach.

The AI Solution

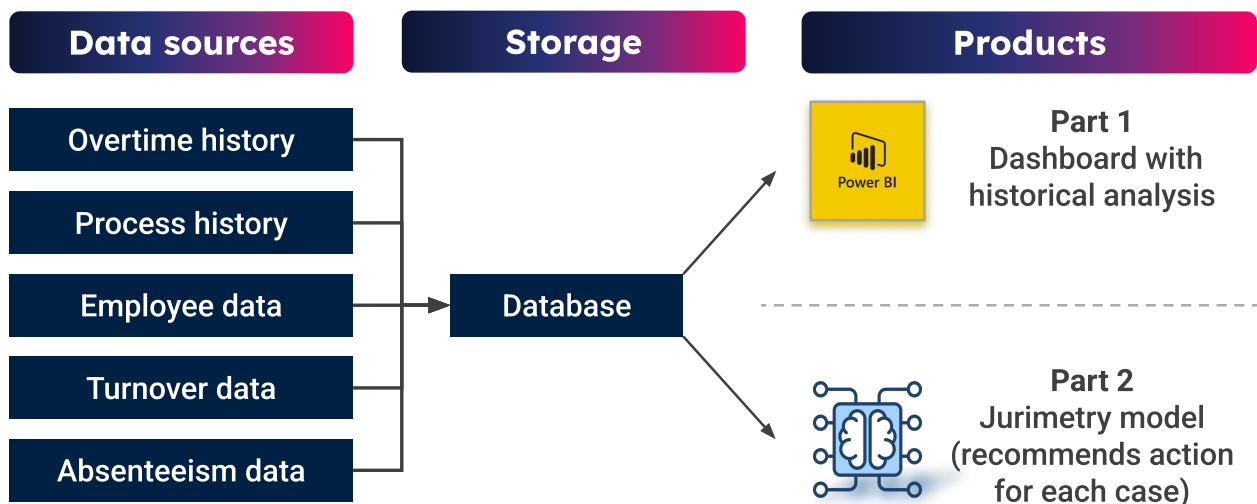
The corporation, a client of Artefact, implemented a two-part solution to gain control over its legal and operational risks. The first part is a dashboard that provides a comprehensive historical analysis of overtime and legal processes. The second, more advanced component is a Jurimetry model that leverages machine learning to recommend specific actions for each legal case. This system integrates various data sources, including overtime history, employee data, and absenteeism data, to provide a holistic view and suggest the best course of action.

Business Gains:

- ✓ **Greater Legal Assertiveness:** The model enables the legal department to take proactive action, significantly improving their assertiveness in legal processes and preventing future lawsuits.

- ✓ **Enhanced Visibility and Accountability:** The dashboard provides a clear view of working hours and overtime, allowing the company to map critical areas and periods that drive these issues.
- ✓ **Strategic Risk Prevention:** By supporting decisions with historical and predictive data, the solution allows legal and HR departments to move from a reactive stance to a proactive one, significantly reducing financial and operational risks. (Ref 3)

Overtime and Jurimetry Model



3 AI-Powered Salesforce Allocation at a Global Cosmetics Company

Traditional methods for managing a salesforce are often manual and inefficient, failing to properly align staff capacity with market demand. This leads to wasted effort, insufficient store coverage, and missed sales opportunities, creating a significant drain on resources and leaving revenue potential untapped.

The AI Solution

A global cosmetics company, a client of Artefact, implemented an AI-driven system to optimize the allocation of its sales force. The platform uses a machine learning model for clustering to intelligently group stores based on location and business rules. This data-driven approach, combined with Operations Research (OR) tools, considers constraints such as daily and weekly working hours to create a precise and optimized task allocation. The solution provides each sales representative with a daily list of stores to visit, ensuring maximum coverage and efficiency.

Business Gains

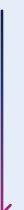
- ✓ **Optimized Resource Allocation:** The system provides a precise allocation of tasks for each day, ensuring the sales force is deployed strategically to cover as many stores as possible based on time and location.
- ✓ **Enhanced Workforce Planning:** By analyzing the demand structure, the solution provides insights into the best locations for new hirings, supporting workforce planning and long-term strategic growth.
- ✓ **Improved Decision Making:** The project includes business data dashboards that empower managers with real-time metrics, enabling them to make more informed decisions about sales strategies and workforce management.

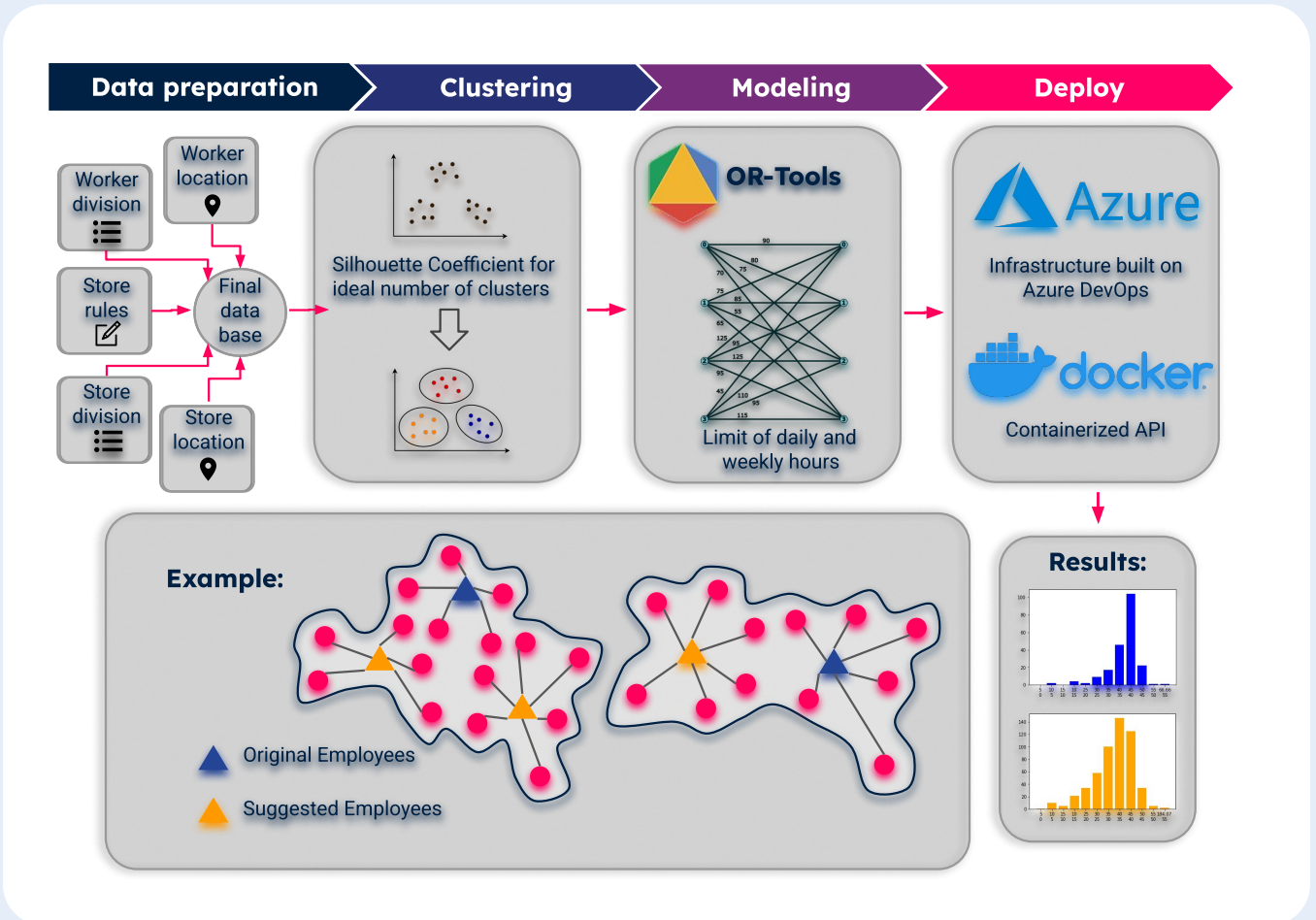
(Ref 3)

HR Challenge:

How to optimize the new demand structure and the current capacity of the Client's Sales Force covering as many stores as possible?

The following illustrates the process we adopt.





4 GenAI-Powered Training & Development at Artefact School of Data

The rapid evolution of Generative AI (GenAI) and Agentic AI presents a challenge for companies looking to stay competitive. Without proactive training, employees can fall behind, and organizations risk losing their advantage in innovation and efficiency.

The GenAI Solution

The Artefact School of Data develops GenAI/Agentic AI upskilling programs to empower teams and organizations worldwide. These programs are built on a foundation of data and AI expertise, providing a comprehensive, hands-on approach to implementing GenAI. This training helps companies build their own internal capabilities and a culture of continuous learning.

Business Gains

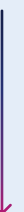
- ✓ **Accelerated Innovation:** By upskilling employees in GenAI, companies can rapidly integrate AI-driven solutions into their business processes, from automating tasks to creating new products.
- ✓ **Enhanced Team Performance:** Teams become more efficient and productive by leveraging GenAI tools, allowing them to focus on more strategic and creative work.
- ✓ **Improved Talent Retention:** Offering cutting-edge training in GenAI demonstrates a commitment to employee growth, which is a key driver for retaining top talent in a competitive market.
- ✓ **Personalized Learning:** The use of AI tailors training content to individual needs, which increases participant engagement and knowledge retention.
- ✓ **Training Efficiency:** AI-driven platforms reduce redundant content and optimize learning investments, ensuring a higher return on training efforts. (Ref 3)

5 GenAI-Optimized Job Descriptions at a Large Consumer Packaged Goods Company

Traditional methods for managing and creating job descriptions were decentralized, inconsistent, and time-consuming. Each HR team handled descriptions separately, resulting in duplicated efforts, lack of standardization, and outdated information as business roles evolved.

The GenAI Solution

A Large Language Model (LLM) was trained on the company's existing job descriptions to centralize and automate the creation, refinement, and maintenance of role descriptions. The system enables HR teams to generate new job descriptions, update existing ones, and ensure consistent terminology and governance through a simple, user-friendly interface.



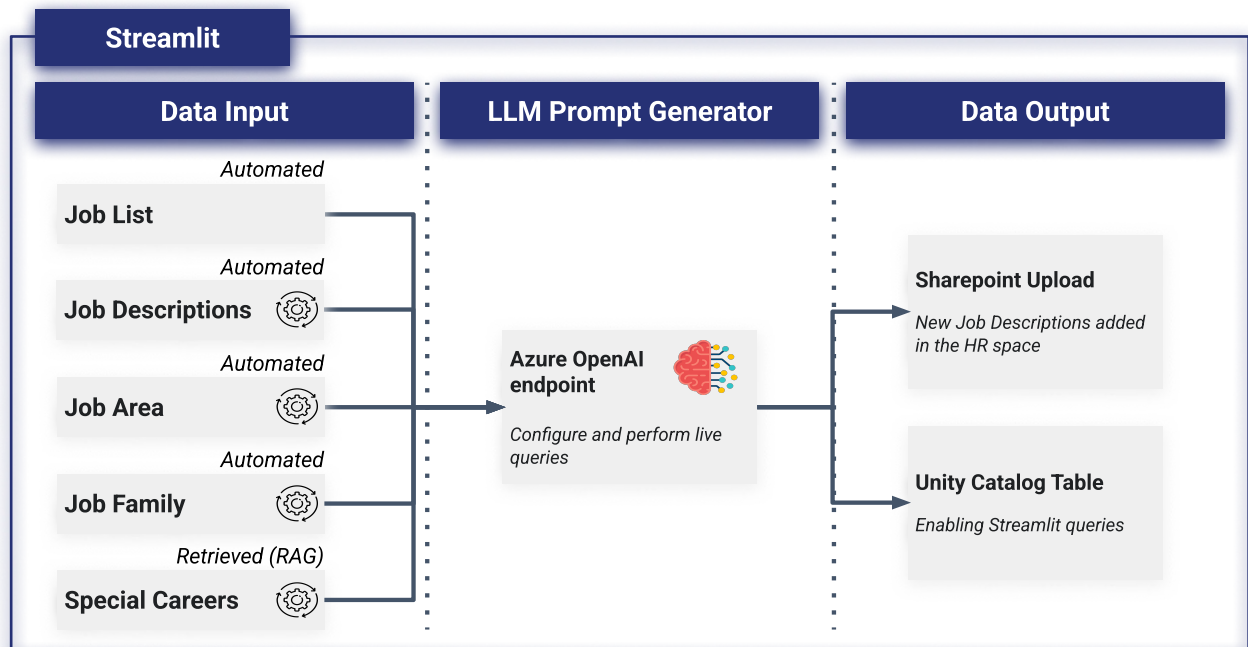
Business Gains

- ✓ **Standardized Governance:** Unified source of truth for job descriptions company-wide.
- ✓ **Efficiency Boost:** Streamlined creation and update processes for HR teams.
- ✓ **Consistency and Accuracy:** Ensures descriptions evolve alongside business needs.
- ✓ **Employee Productivity:** Reduces manual workload and accelerates HR operations. (Ref 3)

HR Challenge:

How can we centralize and automate job description management and creation for HR teams?

LLM model able to update and create job descriptions



6 The Classic Case: AI-Driven Turnover Prediction at a Large Consumer Packaged Goods Company

Traditional methods for anticipating employee attrition are often reactive, making it difficult to intervene effectively. This leads to high voluntary and involuntary turnover, a significant loss of institutional knowledge, and increased costs related to termination and hiring processes.

The AI Solution

A large beverage company, a client of Artefact, implemented an AI-driven system to proactively predict and mitigate turnover risks. The platform uses a machine learning model to predict the risk of turnover per employee based on a range of "turnover drivers." This data-driven approach analyzes key characteristics—such as personal profile, wage evolution, career progress, and area behavior from climate surveys—to create a predictive view of which employees are at the highest risk of leaving. This allows HR Business Partners to act with a sense of prioritization and focus on the most critical talent.

Business Gains

- ✓ **Substantial Financial Value:** The model supported the retention of key talent, resulting in significant cost avoidance for the company.
- ✓ **Highly Accurate Forecasting:** The system demonstrated exceptional performance, hitting 80% of the turnover forecasts among employees who actually left.
- ✓ **Increased HR Productivity:** The productivity gains related to termination and hiring processes had a substantial impact, freeing up over 12,000 hours for the HR team. (Ref 3)

5

Public Cases: AI Success in Global Companies

The transformative impact of AI in Human Resources extends across industries, with many of the world's leading companies publicly sharing their successes.

These organizations are setting new standards for talent management, employee experience, and operational excellence. The following case studies, drawn from publicly available information and reports, highlight how household names are leveraging AI to gain a competitive edge. These examples serve as both inspiration and validation, demonstrating the powerful and proven capabilities of AI in the modern workplace.

1 Proactive Talent Sourcing: The "Always-On" Recruiting Model

Mastercard

In a competitive talent market, waiting for applications is a reactive strategy that often leads to a lengthy time-to-hire and a limited candidate pool. The challenge for a global leader like Mastercard was to build a continuous pipeline of high-quality candidates, including talent who aren't actively job-seeking, to fill roles more efficiently and effectively.

The AI Solution

As detailed by Phenom, Mastercard implemented an "always-on" hiring model using an AI-driven talent CRM. This system acts as a "Talent CRM," continuously scanning public data sources (like LinkedIn, GitHub, and professional communities) to identify and engage potential candidates. These systems use machine learning to match profiles to future needs and automate outreach, nurturing relationships long before a formal application is submitted. This system engages candidates from their talent community with personalized content and targeted opportunities.

Business Gains

- ✓ **Massive Talent Pool Growth:** Mastercard grew its talent community from under 100,000 to over 1 million profiles in just one year.
- ✓ **Recruiter Focus on Relationship Building and Strategy:** Automated sourcing and nurturing free up recruiters to focus on building relationships with high-potential candidates.
- ✓ **Advantage for Time to Fill:** By identifying talent demand and skill gaps in advance, the company can build a pre-vetted pipeline, significantly reducing time-to-fill for critical roles. (Ref 1; 11)

2 Data-Driven Approach to Diversity & Inclusion

Microsoft

Driving results in Diversity, Equity, and Inclusion (DEI) requires prioritizing actions based on careful, data-driven analysis to identify and address biases in hiring, promotion, and compensation. Many organizations struggle to consistently track these metrics and translate them into actionable strategies that create real, measurable change.

The AI Solution

According to its 2023 Diversity & Inclusion Report, Microsoft leverages its own AI and analytics tools to drive its DEI strategy. By analyzing anonymized employee data, the company identifies where underrepresented groups face barriers to advancement. The system surfaces real-time diversity metrics at each organizational level and uses predictive models to recommend high-potential employees for targeted leadership development programs.

Business Gains

- ✓ **Increased Representation in Leadership:** In one year, Microsoft saw a 3.2 percentage-point increase in women's representation at the executive level and advanced its Black and African American leadership representation to 107.8% of its 2025 target.
- ✓ **Data-Driven Accountability:** AI-powered analytics provide transparent, measurable KPIs for DEI initiatives, ensuring accountability and demonstrating progress to all stakeholders.

- ✓ **Enhanced Pay Equity:** Automated analysis helps ensure that employees in similar roles with similar performance are compensated fairly, regardless of gender or ethnicity. (Ref 10)

3 Identifying and Nurturing High-Potential Talent

Dell Technologies

Traditional methods for identifying high-potential (HiPo) employees often rely on subjective manager ratings, which can be inconsistent and prone to bias. This leads to missed opportunities and a weaker leadership pipeline, leaving organizations vulnerable when key roles become vacant.

The AI Solution

As highlighted in a report by industry analyst Josh Bersin, Dell Technologies implemented an AI-driven system to identify and develop its future leaders. The platform uses machine learning to analyze a wide range of data points—such as performance history, project contributions, skill development, and even communication patterns—to create an objective, holistic view of an employee's potential. This data-driven approach helps identify hidden gems who might otherwise be overlooked.

Business Gains

- ✓ **Improved Diversity in Leadership:** Dell reported a 300% increase in the identification of diverse candidates for leadership development programs.
- ✓ **Stronger Succession Pipelines:** The system enables more strategic succession planning by providing a clear, data-backed view of the internal talent pool.
- ✓ **Increased Employee Retention:** By proactively identifying and investing in high-potential employees, companies can significantly improve retention rates for their most valuable talent. (Ref 4)

These examples illustrate that AI is not a future-pipe-dream but a present-day reality, transforming how HR operates and delivers value. By embracing these technologies, organizations can not only improve efficiency but also create a more engaging, fair, and supportive workplace for all employees.

The success stories from giants like Mastercard, Microsoft and Dell are inspiring, demonstrating the immense value AI can generate. Now that you've seen what's possible, the next step is understanding how to implement these solutions safely and responsibly. After all, trust is the foundation of any successful HR initiative. In the following chapter, we will demystify the challenges of security and compliance, offering a practical guide to building a framework of trust that protects both your organization and your people.

AI for HR: Market-Proven Use Cases & Impact Blueprint

| Source Type | Company | HR Specialty | HR Challenge | Key Results | Technology Used |
|-------------|---|----------------------------|--|--|---|
| ARTEFACT | Large CPG Co | Well-being & Risk | Reactive health management leading to high absenteeism and increased overtime costs. | Cost reduction of BRL 2,4M year & 46 proactive action plans designed. | Machine Learning (Absenteeism Forecasting Model) |
| ARTEFACT | Large CPG Co | HR Operations & Legal Risk | Significant legal provisions for labor lawsuits and high volumes of overtime hours. | Greater Legal Assertiveness (Shift from reactive to strategic risk prevention using data). | Machine Learning (Jurimetry Model), Historical Data Analysis |
| ARTEFACT | Global Cosmetics Co | Workforce Planning | Manual and inefficient salesforce management, leading to insufficient store coverage and missed sales opportunities. | Optimized Resource Allocation and Workforce Planning | Machine Learning (Clustering), Operations Research (OR) Tools |
| ARTEFACT | Large CPG Co | Retention | Reactive employee attrition management, resulting in loss of institutional knowledge and high rehiring costs. | 12,000+ HOURS Freed for HR Team (Productivity Gain) and 80% Accuracy in turnover forecasts. | Machine Learning (Predictive Turnover Model) |
| ARTEFACT | Large CPG CO | Workforce Planning | Inefficient, decentralized job description (JD) management leading to inconsistency in job offers | Robust governance and standardization across the whole company; HR team productivity and efficiency | LLM Models |
| ARTEFACT |  ARTEFACT SCHOOL OF DATA | Learning & Development | Rapid evolution of GenAI, requiring proactive upskilling to maintain a competitive innovation advantage of employees | Accelerated Innovation (Rapid integration of GenAI solutions) and Improved Talent Retention. | Generative AI, Agentic AI |
| PUBLIC |  mastercard. | Talent Acquisition | Reactive recruiting and limited access to passive, high-quality talent | 1 million + Profiles Added to Talent Community in one year. | Machine Learning (Matching Model with Automated Outreach) |
| PUBLIC |  Microsoft | DEI & Leadership | Identifying and resolving systemic bias barriers for underrepresented groups. | 3.2 percent point increase in women's executive-level representation in one year. | AI & Analytics Tools Machine Learning, (Predictive Models) |
| PUBLIC |  DELL | Talent Management | Subjective methods for identifying High-Potential (HiPo) employees led to bias and missed opportunities. | 300% increase in diverse candidate identification for leadership development programs. | Machine Learning (Performance Analysis) |

6

The Foundation of Trust: AI Ethics and Data Security in People Analytics

Artificial Intelligence has the power to transform Human Resources, bringing greater efficiency, deeper insights, and more personalized employee experiences.

Yet, with this potential comes an equally profound responsibility. Using AI in HR is not simply a technological innovation—it is an ethical commitment.

These systems process **Personally Identifiable Information (PII)** and can directly influence people's **careers, well-being, and livelihoods**.

Organizations must establish a robust framework for **ethical governance, privacy protection, and data security**—not as a technical afterthought, but as a strategic pillar of People Analytics.

Integrated Trust Framework for AI in HR

At the heart of responsible HR innovation lies a layered trust model. Each layer reinforces the others, ensuring that every stage of an AI system—from data collection to decision-making—is governed by integrity, security, and human oversight.

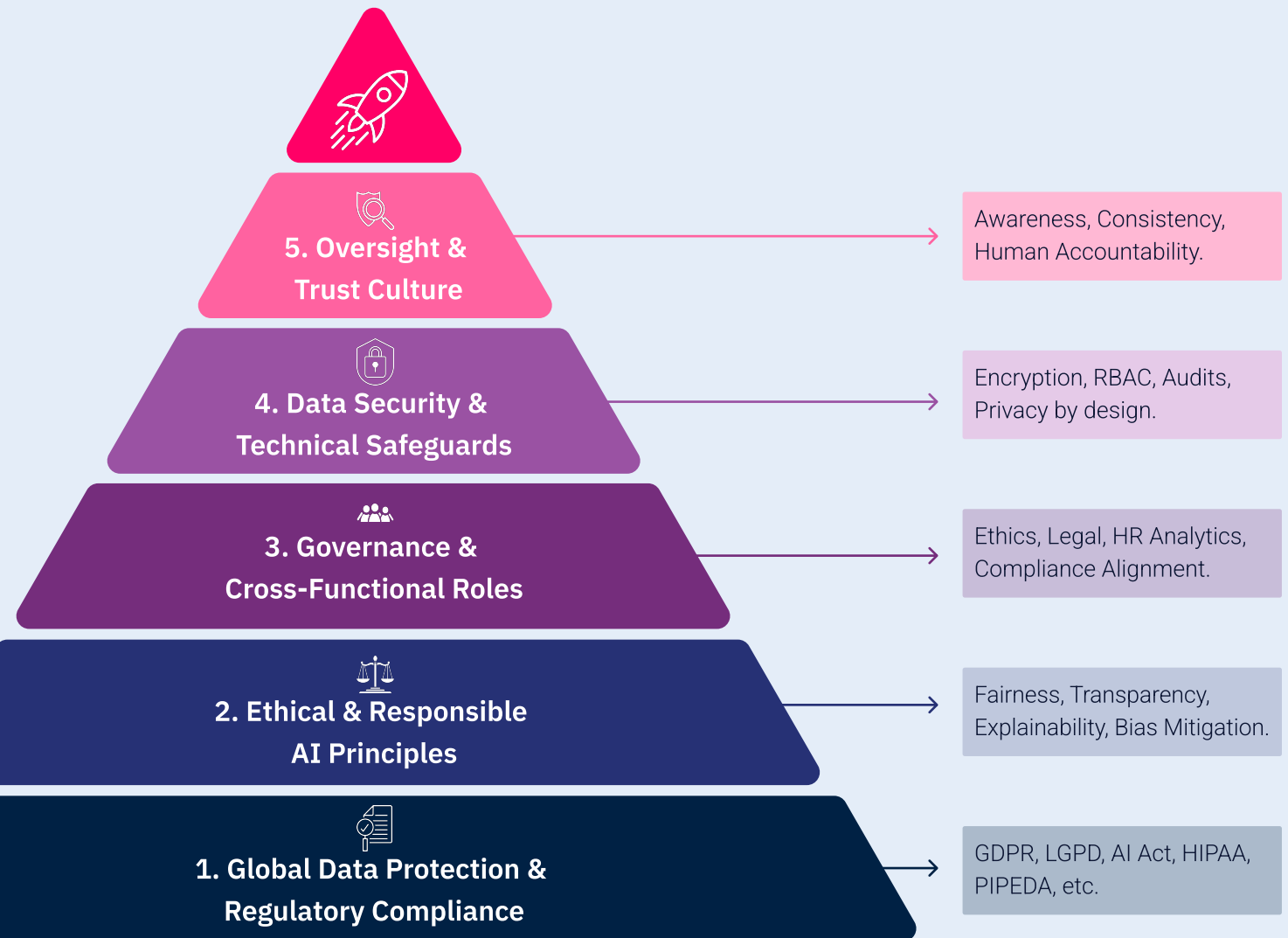
Framework Layers:

- 1 Global Data Protection and Regulatory Compliance
- 2 Ethical and Responsible AI Principles
- 3 Governance and Cross-Functional Roles
- 4 Data Security and Technical Safeguards
- 5 Continuous Oversight and Trust Culture

This chapter unpacks each layer in detail.



Integrated AI Trust Framework



Layer 1

Global Data Protection Regulations for Personally Identifiable Information

Organizations leveraging AI in People Analytics must operate within a complex and evolving global legal landscape for Personally Identifiable Information (PII). This is a rapidly developing area, but the focus here is on formal regulations and international agreements that have already been enacted, providing concrete obligations for companies handling employee data. (Ref 6; 9) Organizations must continuously monitor regulatory developments, align internal policies across jurisdictions, and integrate “privacy by design” principles into every AI-driven HR initiative.

What You Need to Know About Data Protection Laws

The **General Data Protection Regulation** (GDPR) in Europe remains the **benchmark for modern data protection**, influencing similar laws and frameworks worldwide. Likewise, Brazil's **Lei Geral de Proteção de Dados** (LGPD) establishes a comprehensive legal structure aligned with GDPR principles while adapting to local regulatory and cultural contexts.

Both laws grant individuals significant rights over their personal data and define clear principles that are particularly relevant when **AI systems are used in workforce analytics and decision-making**. These principles guide how organizations must collect, process, store, and manage Personally Identifiable Information (PII) responsibly.

The following foundational principles define lawful and ethical data handling practices across these regulatory frameworks:

-
- ✔ **Lawful Basis for Processing:** Organizations must establish a legitimate, documented justification for collecting or processing employee data — such as explicit consent, contractual necessity, or compliance with a legal obligation. This ensures that data processing is grounded in legality and ethical intent.
 - ✔ **Purpose Limitation:** Data collected for a specific purpose (e.g., payroll) cannot be reused for another (e.g., predictive performance analysis) without a transparent and compatible justification. This principle prevents function creep — the gradual expansion of data use beyond its original intent.
 - ✔ **Data Minimization:** Only the minimum amount of data required to achieve a defined business purpose should be collected and retained. Minimization not only enhances compliance but also reduces risk exposure in case of a data breach.
 - ✔ **Transparency:** Employees have the right to be clearly informed about how their personal data is used, including the logic behind automated or AI-driven decisions. Transparent data practices foster trust and accountability between employers and their workforce.
 - ✔ **Data Subject Rights:** Individuals have the right to access, correct, port, or request the deletion of their data, as well as to contest automated decisions that significantly affect them. This reinforces the principle that AI should augment, not replace, human judgment in HR contexts.
-

Failure to uphold these principles can result in severe regulatory and reputational consequences — including fines of up to 4% of global turnover under GDPR or 2% of annual revenue under Brazil's LGPD (capped at R\$50 million per infraction). However, beyond penalties, the greater cost is the erosion of employee trust, which directly undermines the ethical foundations of AI in People Analytics.

Cross-Border Data Transfers

For cross-border transfers, companies must also comply with internationally recognized mechanisms, such as Standard Contractual Clauses (SCCs), Binding Corporate Rules (BCRs), or frameworks like the EU-US Data Privacy Framework, ensuring lawful and secure movement of personal information across jurisdictions.

AI-Specific Legislation and Ethical Frameworks

As AI technology advances, regulators are moving beyond data protection into AI governance itself. The EU Artificial Intelligence Act (AI Act) represents a pioneering effort, introducing specific obligations for “high-risk AI systems” — including those used in hiring, promotion, and performance evaluation. (Ref 6)

High-Risk AI Obligations

- Explainability and traceability of algorithmic decisions
- Human oversight to prevent fully automated HR decisions
- Risk management and bias monitoring throughout the AI lifecycle

Global Ethical Frameworks for AI

Organizations can further align with internationally recognized frameworks that provide structure and best practices for Responsible AI: (Ref 9; 12)

- *OECD AI Principles (2019): Human-centered, fair, and accountable AI.*
- *UNESCO Recommendation on the Ethics of AI (2021).*
- *NIST AI Risk Management Framework (2023): Trustworthiness, fairness, and reliability.*
- *ISO/IEC 42001:2023: The first AI Management System standard.*
- *ISO/IEC 27701:2019: Privacy Information Management (extension of ISO 27001).*

Layer 2

Core Principles for Ethical AI in HR

The use of AI in HR is a dynamic, developing field, with ethical, legal, and technical standards still evolving globally. Beyond laws, a growing movement of Responsible AI guidelines led by major technology companies—such as Microsoft, Google, IBM, Salesforce, SAP, and OpenAI—is shaping market expectations for trustworthy AI.

To build fair and sustainable AI ecosystems in HR, organizations should embed the following principles into their technology strategies:

1. Fairness and Bias Mitigation

AI models learn from historical data, which can contain hidden human biases. If not carefully managed, AI can perpetuate or even amplify these biases in hiring, promotions, and performance reviews. (Ref 9; 12)

Action: Regularly audit algorithms for demographic bias. Use diverse and representative data to train your models and implement "fairness-aware" machine learning techniques to actively counteract discriminatory outcomes.

2. Transparency and Explainability

The "black box" approach, where an AI model makes a decision without a clear rationale, is no longer acceptable. Employees and regulators alike are demanding to know how and why a decision was made. (Ref 6; 9; 12)

Action: Prioritize AI solutions that offer "explainable AI" (XAI) features, which provide clear, human-readable justifications for their outputs. Ensure that employees are informed when AI is being used in decisions that affect them and provide them with a channel to challenge or request a human review of those decisions.

3. Human-in-the-Loop Oversight

AI should be a tool to augment, not replace, human judgment, especially in critical decisions like hiring, promotions, and terminations. (Ref 6; 9)

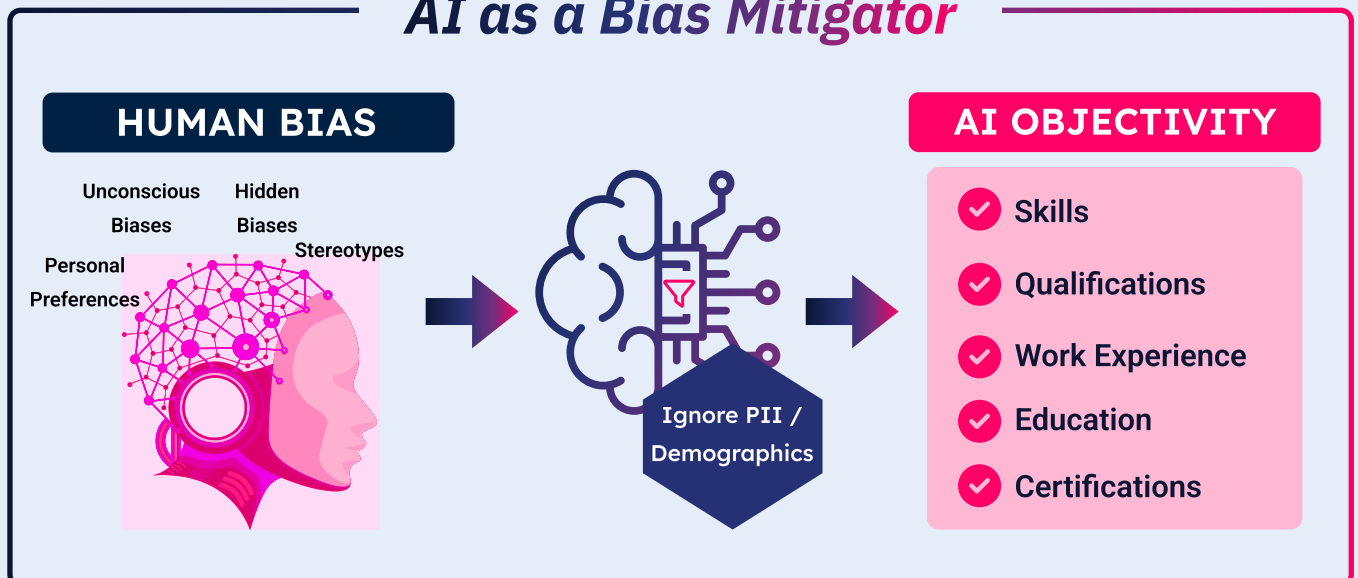
Action: Design workflows that require human review and final approval for all significant personnel decisions. AI can provide powerful recommendations and data-driven insights, but the ultimate accountability must rest with a person.

Privacy by Design

Data privacy cannot be an afterthought. It must be a foundational component of any HR technology project from its very inception. (Ref 5; 6)

Action: Implement robust data governance practices, including data minimization (collecting only what's necessary), anonymization or pseudonymization where possible, and clear, accessible privacy policies that explain what data is collected and how it is used.

AI as a Bias Mitigator



Layer 3

Governance and Cross-Functional Roles

Effective AI governance is not about creating a new, rigid hierarchy, but about assigning clear responsibilities. These functions are best understood as roles or "hats" that can be worn by existing leaders and team members, forming a cross-functional AI ethics and governance committee. As your organization's use of AI matures, this committee's structure can evolve, but the principle remains the same: ensure that from day one, you have designated individuals accountable for the legal, ethical, and technical dimensions of your projects. This collaborative approach brings together diverse expertise to build a foundation of trust and responsible innovation.

Key roles within this governance structure include:

The Data Guardian (Data Protection Officer - DPO)

In the age of GDPR and LGPD, the DPO is a non-negotiable role. This individual or team is the ultimate steward of employee data, ensuring every step of the process—from data collection to model training and deployment—is fully compliant with privacy regulations. They are responsible for conducting Data Protection Impact Assessments (DPIAs) to proactively identify and mitigate privacy risks before a single line of code is written.

Their core question is: "Are we protecting our employees' privacy rights at every stage?"

The Ethical Compass (AI Ethics Officer / Responsible AI Lead)

While the DPO focuses on legal compliance, the Ethics Officer asks a broader question: "Just because we can, should we?" This role is crucial for interrogating AI models for potential bias, ensuring their outputs are fair and equitable across all employee demographics.

They champion transparency, design processes for human-in-the-loop oversight, and establish the ethical guardrails that prevent AI from making discriminatory or unaccountable decisions.

The Digital Gatekeeper (Information Security Officer - ISO)

An AI system is only as secure as the data it holds. The ISO is responsible for safeguarding sensitive Personally Identifiable Information (PII) from both internal and external threats. They implement and oversee technical controls like Role-Based Access Control (RBAC), ensuring employees can only access data essential to their roles. They also manage data encryption, both in transit and at rest, and lead the response in the event of a data breach.

Their mandate is to protect the data's integrity and confidentiality at all costs.

The Business Translator (HR Analytics Lead)

this individual or team acts as the critical bridge between the technical data scientists and the HR business partners. They translate complex business problems (like high attrition in a specific department) into data-driven hypotheses that can be tested with AI. Besides, they translate the statistical outputs of AI models into actionable, human-centered insights that managers can use to make better decisions.

They ensure that the technology serves the people, not the other way around.

The Legal Navigator (Legal & Compliance Counsel)

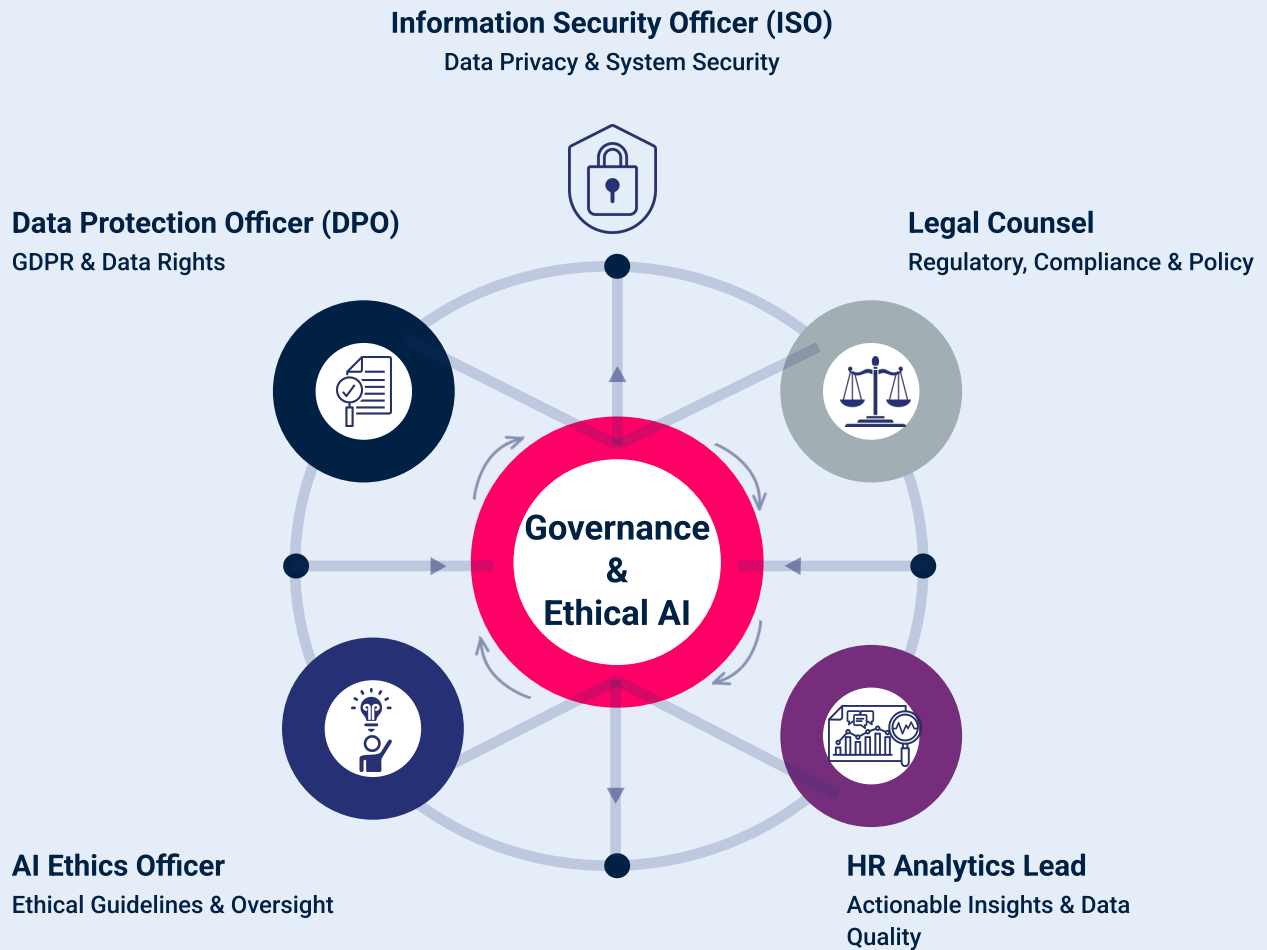
With regulations like the EU AI Act on the horizon, the legal landscape is in constant flux. A dedicated legal advisor is essential for interpreting new laws, assessing organizational risk, and ensuring that all AI systems and vendor contracts are compliant across different jurisdictions.

They work hand-in-hand with the DPO and Security teams to build a defensible and legally sound AI framework.

Why So Many Roles?

This multi-faceted approach is necessary because AI in HR is not a single problem—it's a system of interconnected challenges. A model that is technically accurate (a data science concern) might still be biased (an ethics concern), handle data improperly (a privacy concern), be vulnerable to attack (a security concern), or fail to solve the actual business problem (an HR strategy concern).

By assembling a dedicated, cross-functional team, you create a system of checks and balances. This ensures that every decision is viewed through multiple expert lenses, building a foundation of trust that is not only compliant by law, but responsible by design.



Layer 4

Data Security and Technical Safeguards

Ethical principles are only as strong as the security measures that protect the data. Safeguarding sensitive employee information is non-negotiable. (Ref 5; 6; 9; 12)

Establish Strict Access Controls

Not everyone in HR or IT needs access to all employee data. Implementing Role-Based Access Control (RBAC) is critical. This means defining user roles with specific permissions, ensuring that individuals can only view and interact with the data absolutely necessary for their function. For example, a recruiter might see a candidate's resume but not their compensation history, while a payroll administrator would have the opposite access.

Implement Robust Auditing

Regularly conduct access audits to review who has accessed what data and when. These audit logs are not only a compliance requirement but also a powerful tool for detecting unauthorized or suspicious activity. They create a transparent and accountable environment where all access to sensitive PII is logged and reviewable.

Encrypt All Employee Data

Data should be encrypted both at rest (when stored in a database) and in transit (when moving between systems). This is a fundamental safeguard against breaches, rendering any intercepted data unreadable and useless to unauthorized parties.

Vet Your Vendors

When using third-party AI tools, conduct thorough due diligence on their security and compliance postures. Ensure they are compliant with GDPR, the LGPD, and other relevant regulations. Their security is your security, so demand transparency on their data handling, storage, and breach notification protocols.

Practice Data Minimization

The most secure data is data you don't have. Collect only the employee data that is essential for a defined and legitimate purpose. Regularly review and purge data that is no longer needed, reducing your organization's "attack surface" and minimizing risk.

Empower Your People with Continuous Training

The human element is often the weakest link in the security chain—yet also the first line of defense. A single training session is never enough; organizations must establish continuous security awareness programs for all employees, particularly within HR. Regular refreshers on emerging threats, safe data handling, and ethical responsibility help sustain vigilance over time. This ongoing education nurtures not only stronger defenses but also the trust-driven culture explored in the next layer.

Layer 5

Continuous Oversight & Trust Culture

Even the most sophisticated frameworks and technical safeguards are only as strong as the culture that sustains them. Continuous oversight and an embedded trust culture ensure that ethical and responsible AI practices are not static checklists but living commitments.

Building this layer requires transparency, awareness, and human accountability across all levels of the organization.

HR leaders, data teams, and executives must communicate openly about the role of AI in decision-making, the boundaries of automation, and the measures in place to protect employees' rights and data.

Regular audits, ethical reviews, and feedback loops are essential to maintain alignment between evolving business needs, technological developments, and organizational values. Transparency should extend beyond compliance reporting—it should foster understanding and trust among employees, who deserve to know how data-driven systems affect their experience at work.

Ultimately, this layer transforms responsible AI from a policy into a shared mindset. A culture of trust ensures that people remain at the center of every innovation—turning ethical governance into a continuous practice rather than a one-time initiative.

Bringing It All Together: Integrated Trust Framework for AI

When integrated, these five layers—global regulation, ethical principles, governance, technical safeguards, and continuous oversight—form a cohesive and resilient ecosystem of trust. Together, they ensure that every data point, algorithm, and decision pathway is:

- ✓ **Legally compliant**
- ✓ **Ethically grounded**
- ✓ **Securely managed**
- ✓ **Transparently monitored**
- ✓ **Humanly accountable**

Building an ethical and secure AI ecosystem is undoubtedly a complex challenge. However, it is precisely this foundation of trust that allows technology to flourish, generating real value without compromising integrity. The question then becomes: how do you begin applying these principles to realize the benefits in practice? The next chapter provides a guide to starting that journey, showing how Artefact helps companies transform the complexity of AI into tangible, measurable results.

7

Getting Started: A Strategic Roadmap for AI Implementations in HR

Transforming HR with Artificial Intelligence can seem like a monumental challenge, but the journey begins with a well-defined first step. The key isn't to attempt everything at once, but to follow a strategic roadmap that builds momentum, proves value quickly, and aligns technology with your business's real needs.

This chapter consolidates the insights from our exploration of AI in HR, providing a practical and actionable roadmap for your organization. We will address the crucial step of internal project advocacy, outline a clear implementation path, and demonstrate how a partnership with Artefact can accelerate your journey and guarantee impactful results.

Breaking Barriers: Addressing the Myths to Build Trust

Before any technological implementation, there must be cultural readiness. The adoption of AI is often met with a mix of excitement and apprehension. Addressing these concerns with transparency is the first and most critical step in selling a People Analytics project internally. (Ref 9; 12; 14) Here are some of the most common myths and how to counter them with reality:

Myth

Reality

AI will replace HR professionals.

AI augments, not replaces, human expertise. By automating repetitive tasks like resume screening and payroll queries, AI frees up HR professionals to focus on strategic, high-value work such as culture-building, complex employee relations, and leadership development. The technology handles the data; humans handle the relationships.

| Myth | Reality |
|---|--|
| <i>AI is inherently biased and will worsen our diversity problems.</i> | While an AI model trained on biased historical data can perpetuate that bias, a well-designed AI system is a powerful tool for reducing it. Unlike humans, an AI can be explicitly instructed to ignore demographic data like name, gender, or age when screening candidates. By focusing solely on skills and qualifications, AI enforces a level of consistency and objectivity that is difficult for humans to achieve. |
| <i>AI is too expensive and complex for anyone but large tech companies.</i> | The rise of scalable, cloud-based Software-as-a-Service (SaaS) models has made AI accessible to companies of all sizes. Many AI-driven HR tools are designed with user-friendly, no-code interfaces, allowing HR teams to leverage them without deep technical expertise. The focus is on the business application, not the underlying code, and the ROI from reduced hiring costs and lower turnover often quickly outweighs the initial investment. |
| <i>Employees will feel spied on, and their privacy will be at risk.</i> | This is a legitimate concern that must be managed with a robust ethical framework. Best practices in People Analytics demand data minimization (collecting only what is necessary), anonymization of personal data for analysis, and full transparency with employees about what data is being used and why. Regulations like GDPR and the EU AI Act provide strict guidelines that compliant vendors must follow, ensuring that employee data is protected. |

Your Implementation Roadmap: From Pilot to Full-Scale Impact

With a foundation of trust, you can begin the practical steps of implementation. Follow this proven roadmap to ensure a successful and scalable People Analytics initiative. (Ref 2; 3; 14)

Start with a Real Business Problem, Not with Technology.

Don't ask, "What can we do with AI?" Instead, ask, "What is our most pressing people-related challenge?" Is it high attrition in a key department? A slow time-to-hire for a critical role? A lack of diversity in your leadership pipeline? Let a tangible business need guide your first project and define its success.

Build a Cross-Functional Team.

A successful People Analytics project requires more than just HR. Involve stakeholders from IT (for data infrastructure), Legal (for compliance and ethical oversight), Finance (to measure business impact), and the business units themselves. This collaboration ensures buy-in, aligns the project with broader company goals, and breaks down silos.

Focus on a Solid Data Foundation and Data Quality.

AI models are only as good as the data they are trained on. Before launching a major initiative, conduct a data audit. Ensure your data is clean, consistent, integrated, and accessible. This foundational work is not glamorous, but it is absolutely critical for generating reliable and trustworthy insights.

Prioritize Transparency and Communication.

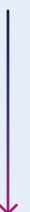
Be open with your employees about how you are using data and AI. Explain the "why" behind your initiatives, the benefits you aim to achieve, and the robust safeguards you have in place to protect their privacy and ensure fairness. Create "superusers"—enthusiastic employees who can champion the new tools and methodologies within their teams. (Ref 9; 12)

Begin with a Pilot Project to Prove Value.

Start small to learn fast and demonstrate ROI. Select one well-defined use case with clear, measurable metrics for success. A successful pilot, such as an AI tool to analyze engagement survey comments from a single department, builds momentum and makes a powerful case for broader investment.

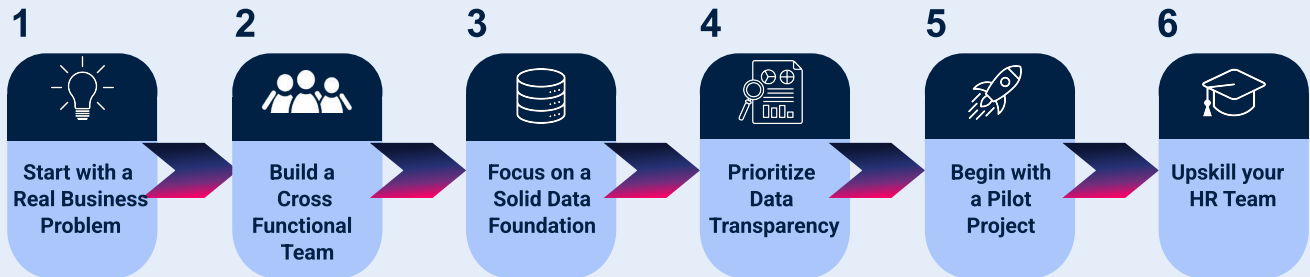
Upskill Your HR Team.

Your HR professionals do not need to become data scientists, but they do need to develop data literacy. Invest in training that empowers them to understand, interpret, and communicate data-driven insights. This will be the bridge between the technology and its practical application.



Implementing AI in HR: 6 Steps Roadmap

From Experimentation to Value Creation



Activating the Blueprint: How Artefact Turns Potential into Performance

Navigating this journey alone can be daunting. Partnering with a seasoned expert like Artefact not only de-risks the process but also accelerates your path to value. We don't just build models; we build capabilities. Our AI Factory methodology transforms your data and AI initiatives into a revenue-generating center, ensuring that every project delivers measurable business impact. (Ref 2)

With Artefact, you gain:

- ✓ **Proven Industry Expertise:** We have a track record of delivering practical solutions and measurable results for leading companies across the entire value chain.
- ✓ **A Structured and Customized Methodology:** Our approach balances strategic vision with practical execution. We start small to prove value and scale fast, reinvesting early gains into future solutions.
- ✓ **AI as a Business Unit:** We integrate AI as a core business unit, offering automation, predictive analytics, and real-time optimization to drive efficiency and growth.
- ✓ **A Commitment to Real, Lasting Results:** Our focus is on delivering tangible, sustainable outcomes that promote innovation and efficiency, making your company a leader in the market.

The final step beyond predictive turnover models isn't about adding more technology, but about making a strategic choice. It's the decision to stop reacting to workforce challenges and start proactively building a more agile, engaged, and high-performing organization. This is how HR evolves from a support center into the strategic core of your competitive advantage.

The roadmap is clear, the technology is ready, and the potential is immense. Artefact provides the blueprint and the expertise to build it with you. Let's unlock what's next, together.

Our proven impact

Over years of partnership in driving business through data and AI solutions and strategies, we've made a significant impact – consistently adding value to the methodologies and growth initiatives of our clients and partners.

20%

Reduction in operational costs through the **application of advanced automation technologies**

35%

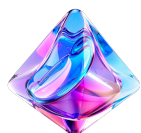
Increased operational efficiency with **AI solutions**



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WE OFFER **END-TO-END** DATA & AI SERVICES



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- ▲ Data & AI Strategy
- ▲ Data Maturity Assessment
- ▲ Hackathons
- ▲ GenAI Academy
- ▲ Data & AI organization
- ▲ Corporate Training
- ▲ Data & AI Days
- ▲ Artefact AI Summits



AI Acceleration

- ▲ AI & Gen AI Factory
- ▲ Data & AI for Operations
- ▲ AI for Customer Care
- ▲ Data & AI for Private Equity



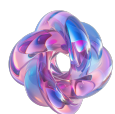
Data Foundations & BI

- ▲ Data Governance & Management
- ▲ Data – New BI – Self Business Intelligence
- ▲ Data for Sustainability



IT & Data Platforms

- ▲ Data-Centric IT
- ▲ Cloud Services
- ▲ Tech-Agnostic Solutions
- ▲ Smarter Decision-Making
- ▲ Optimized IT Operations



Marketing Data & Digital

- ▲ Consumer Data Environment
- ▲ Measurements (MROI) & Insights
- ▲ Data-driven Sales
- ▲ Data Valorization & Category Management
- ▲ Marketing Analytics
- ▲ GMP Certified Reseller



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