

# Data & Insights actively empowering business outcomes

Our data and insights tools, that are in the hands of our teams globally, now helps them make better decisions, quicker and provide invaluable insights to our customers. Built on a single global platform, our broad range of tools are being actively used today – for example helping to drive operational excellence and support our client engagement. We will extend our capability to a new self-service insights product for our clients.

The central graphic features the Page Insights logo, the Azure logo, and the Power BI logo. Three lines extend from this central area to three different dashboard screenshots:

- Customer Insights Headlines:** Shows a dashboard with a donut chart for 'GP by Turnover Tier' (28.1%, 28.1%, 16.3%), a 'Top Clients' table, and a 'Perm/Temp Distribution' bar chart.
- Operational Insights Activity Levels:** Displays 'Consultants by Activity' and 'Teams by Activity' as horizontal bar charts, with a sidebar for actions like 'Jobs Created', 'Client Calls', etc.
- Page Insights+ Pay Transparency:** Shows a 'Pay' dashboard with 'Average pay 42,300', 'Gender pay gap' (Female: 40,158, Male: 44,407), and 'Frequent starting salaries' by job type.

## Impact on our business

**Informs Business Direction** – We have integrated all relevant data sources, aligned definitions, created relevant structures and built robust data quality processes to provide our teams with the right data to make informed decisions, faster

**Drives Operational Management** – all teams across all markets globally, have access to a full suite of real-time reporting, allowing them to support and manage their teams to effectively drive productivity

**Powers Customer Engagement** – we combine an extensive number of external data sources with our millions of proprietary data points, generated through the interactions we have with our customers, to provide the market with unique insights and a self-service product