

SPOTLIGHT ON THE US AND CANADA: OBJECTIVES, DATA AND ANALYTICS

IN 2020, PRE-PANDEMIC, US EMPLOYERS' TOP-PRIORITY HR OBJECTIVES WERE:



vs. REST OF THE WORLD



Yet HR and benefits teams in the **US are struggling to achieve their top priority.**



US employers tend to spend more on their benefits packages than those in other regions,



Yet, **10% of employers in the US and Canada still do not know how much they spend on employee benefits**—that's a worrying proportion considering the sum their counterparts are spending.



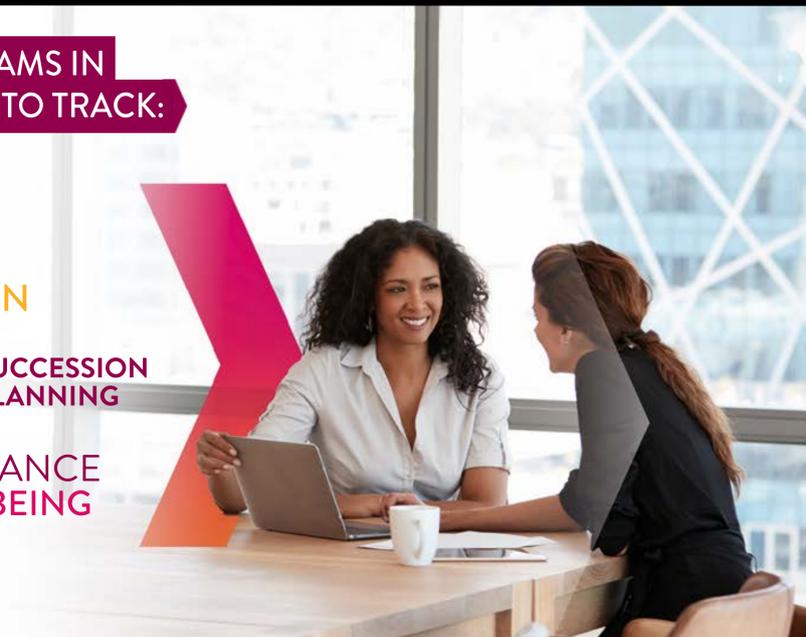
US employers are **far less confident** in the **quality of their benefits data** than organizations in other regions:

WE DO NOT RECEIVE QUALITY DATA:



THIS HAS NOT PREVENTED HR TEAMS IN THE US FROM USING THEIR DATA TO TRACK:

- EMPLOYEE SENTIMENT
- FORECASTING RETIREMENT
- EMPLOYEE PERFORMANCE
- EMPLOYEE WELLBEING
- EMPLOYEE ENGAGEMENT
- TALENT ATTRITION RATES
- BENEFIT SUCCESSION TAKE-UP LEVELS
- PLANNING



However, if the reports aren't using reliable or accurate data, or being used to make effective changes to strategy, **this enthusiasm for data analysis cannot make up for the lower quality of data that US employers are working with.**

