

AI, Predictive Analytics, & Human Intelligence.

Working together to improve retention-driving recognition strategies.



AI (artificial intelligence) has effectively permeated our lives – and it's the latest buzzword in business articles today. Simply put, AI is the science of making machines think like humans. The technology can process large amounts of data and do things like recognize patterns, make decisions, and judge like humans.

Additionally, there's predictive analytics, which is using data to predict future trends and events. Fairly straightforward. We connect the two because AI can “do” predictive analytics by collecting, organizing, and analyzing data quickly.

So how can you effectively use these technologies to enhance your recognition strategy?

Here are three ways to fast start your journey in AI.



1

Use predictive analytics to anticipate recognition opportunities and gain insight into engagement.

Predictive analytics uses data analysis, machine learning, AI, and statistical models to find patterns that might predict future behavior. The goal is to use predictive analytics to identify positive trends early so they can be nurtured and grown, as well as negative trends that should be addressed before they take root.

Incentive Services uses predictive analytics to correlate recognition and the associated touchpoints to see where the biggest impact is being made. We deep dive into analyzing people who leave the organization, and how many times they are being recognized. This same type of analysis can be done when comparing a client's engagement survey data to recognition touchpoints.

By correlating turnover information, engagement survey results, and recognition touchpoints, we can discover the trends and the story the data is telling us. Not only is it possible to show how recognition activity has a real bottom-line impact on retention, engagement, and performance, but that same data can be used to identify potentially at-risk employees – who can then be nurtured with targeted activities.



INCENTIVE SERVICES, INC.®
Maximizing Performance Through People

2

Apply AI to create uniformity and consistency in recognition touchpoints.

It's important to take into consideration not only how and when an employee is recognized, but also the consistency and frequency of WHO is being recognized. AI can help with that. In addition, AI can help generate ideas for improved messaging. Even if you are a leader who prefers to put pen to paper on your own, AI can provide a starting point and structure to enhance your efforts and serve as your automated proofreader. The challenge, of course, is learning to strike a balance between using AI to strengthen efforts vs. creating robotic responses.

Additionally, AI can assist in creating consistency and frequency of recognition touchpoints. "With AI, every employee, regardless of the role or team receives fair and equal appreciation for their contributions. This consistency helps reduce the risk of bias, ensuring that employees are recognized based on merit rather than subjective factors."¹



3

Remember to balance artificial and human intelligence.

AI can be a game changer, but it's important to not rely on it exclusively. Retain your human element and use AI as a complement not a replacement. **Human intelligence and artificial intelligence work together symbiotically to deliver the information that can shape successful recognition strategies.** Johnny C. Taylor, Jr., SHRM-SCP writes in HR Magazine that "AI (artificial intelligence) plus HI (human intelligence) equals ROI (return on investment). This has never been about eliminating humans – it is and should always be about making human beings more efficient and more effective as we continuously strive to make better workplaces for a better world. With the assistance of AI and a little upscaling, we'll be able to achieve more than our predecessors could ever imagined."²



¹ <https://hrme.economicstimes.indiatimes.com/news/workplace/how-ai-is-revolutionising-employee-rewards-and-recognition/104358734#:~:text=AI%20can%20provide%20HR%20with,when%20recognition%20is%20most%20meaningful>

² HR Magazine, Spring 2024 <https://www.shrm.org/topics-tools/news/hr-magazine#sortCriteria=relevancy%2C%40ytlikecount%20descending>

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