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HUMAN CAPITAL MANAGEMENT CLOUD

Modern HR in the Cloud

Oracle Work Life Solutions
Oracle Workforce Reputation Management

Oracle Workforce Reputation Management (WRM) harnesses a wide range of employee contribution, interaction, and feedback to help organizations locate, engage, and retain talent by providing insight into employee reputation while also helping organizations leverage employer brand and mitigate social media risk.

STRATEGIC ANALYSIS OF SOCIAL MEDIA USAGE

KEY FEATURES

- Measure reputation across multiple sources
- Trend analysis provides insight to reputation-building actions
- Communicate employee value to organizations

Improve Awareness and Decisions on Talent

Ever wonder what your workforce knows that you don't know? Many organizations measure the skills and competencies they think they need today, but are unaware of other skills and competencies within their workforce that could be essential tomorrow. Do you know if your workforce has the reputation that can make their skills and competencies more effective? Do you know what expertise is hidden within your workforce and how it is contributing to organizational performance? Have you provided your workforce with the information and means to know what their reputation and how to grow it?

WRM provides organizations and their employees the knowledge and insight into these important areas of workforce analysis through three features:

- **Employee Reputation.** Measuring the connections, activities, and impact of workers through various collaboration and feedback tools and providing the results through visualizations that show reputation trends and workforce role analysis. WRM provides actionable feedback and suggestions for employees.
- **Talent Search and Discovery.** Searching a wide, extensible set of sources of rich talent profiles and reputation, organizations can use information to discover and promote internal talent and suggest potential talent that fills out project or team needs.
- **Brand Protection and Compliance.** Continuous monitoring of social media targeted to regulated industries, financial services, government, Management is alerted when violations of social media policy controls occur.

These features in turn help organizations, managers, and employees improve the following:

- **Hiring and Assignments.** People and teams with higher reputations are considered more valuable and effective workers. Employees with high reputation can benefit your employer brand as well as have high credibility when referring candidates.
- **Training and Development.** Reputation trend analysis can impact program decisions regarding training offerings. Worker reputation impacts development plans and goal choices.
- **Finding Hidden Talent.** Managers can discover hidden talent and skills amongst employees based on a combination of profile and reputation information. Employees can improve their personal brand and accelerate their career development.

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Engage and Develop Talent

WRM provides a clearer picture of how individuals are viewed by their peers and communities across a wide range of technical and soft skills, reputation metrics, as well as identifying the types of workforce roles they perform. This information is less subject to individual bias and can impact development actions and critical decision making.

Knowing an individual's reputation and workforce roles enables your organization to better predict how well their capabilities and behaviors will have a positive effect on desired business outcomes. Many positions that have the highest impact on overall business performance are dependent on that individual's reputation and the roles they perform within their networks.

In addition, reputation measures and workforce role analysis offer a very tangible source of feedback for workers, providing them with actionable insight that helps them develop themselves and their careers as well as see the effectiveness of those efforts by tracking changes over time. WRM also provides assistance in various ways including matching employees to mentors who can help them develop their reputation and focus on desired workforce roles, providing learning and volunteering suggestions, and presenting questions asked by their colleagues on particular topics.

Talent Search and Discovery

WRM helps you gain knowledge about talent that might otherwise be hidden. By leveraging access to individuals' profiles, reputation measures, and workforce roles, WRM provides you with a more complete picture of their knowledge, skills, and contributions to company performance. This more complete information helps find the right talent, perhaps previously hidden within your organization, to fill roles and staff projects, enabling your company to react better to changing conditions, and to take better advantage of opportunities as they arise.

Protect and Promote Your Brand

More and more of your organization's workforce are on social media, presenting both risk as well as opportunity for your organization. WRM allows you to measure and report on compliance areas that are important to you and your organization. Management is provided an early warning when individuals need advice on how to communicate better and more appropriately represent themselves and their company on social media. This not only helps mitigate risk for all involved parties, but also helps develop employees as more effective brand ambassadors.

Oracle Workforce Reputation Management takes the wide range of disparate data about your workforce being produced across various social media platforms and transforms it into accessible, relevant, and actionable information that helps your organization achieve its desired business objectives

KEY BENEFITS

- Improve hiring and assignment decisions
- Credible measure of skills
- Discover hidden talent through reputation-based suggestions
- Promote and retain top talent
- Improve training and development opportunities

Hardware and Software, Engineered to Work Together