


Case Study: 2020 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

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Company Name:	Fuel50
Website URL:	www.fuel50.com
Insert Logo (JPG/PNG):	
Key Customers:	Abbott Labs, EBay, Ericsson, Indeed, PepsiCo and Trane Technologies
Category:	Talent Management: Best Comprehensive Solution

About The Company

Fuel50 is the talent experience platform that delivers career path transparency to employees, mobilizes internal talent supply, and delivers skills-forecasting that drives workforces of the future. As a leading HCM SaaS solution, they are revolutionizing career experiences across the globe.

Driven by Fuel50, employees are given the keys to their careers by mapping their personalized career path, fast-tracking their career growth. This creates a culture around career development and empowers

employees to take command of their own careers resulting in increased career satisfaction and talent retention.

Fuel50's award-winning technology is built on world-class artificial intelligence in such a way that it becomes a living, breathing part of the business. As career frameworks are built into the platform and employees begin feeding their career-based data points into Fuel50, the machine learns, evolves and adapts — constantly giving leaders access to analytics and insights, and giving employees windows of opportunity no matter where they're at in their careers. With Fuel50's intuitive reporting and feature-rich analytics, leaders can see key insights on their teams and, with the help of their resources, can have engaging growth conversations with their people.

Fuel50 hooks into current HR-based systems through custom APIs and captures the data organizations have already. Fuel50 integrates with their current HRIS, ATS, LMS and LXP platforms easily and seamlessly and is one of the most secure and compliant platforms available.

Fuel50's HR technology is forward thinking with talent optimization and people enablement at its core. It is completely customizable, incredibly low-touch, and boasts scalable, self-sufficient frameworks that are simple and hugely sustainable for any business, any industry, any size, and any location. While North America is a major contributor to both the Talent Management software market globally and the customer base, the demand in Europe has significantly increased as has Asia Pacific and Latin America. Even in the current career climate every organization needs to create meaningful work experiences and prevent their top talent from leaving.

Replacing outdated assessments Fuel50's FuelFactors™ are a set of intuitive, gamified tools that help employees easily identify and understand their career drivers to start their career journey with Fuel50. Employees can take and retake these tools at any point as their careers grow, and the platform will mature and evolve with them by offering new career pathways to new opportunities thanks to their smart machine-learning algorithms.

Facilitated by the technology, career acceleration can be achieved through peer learning, stretch assignments and connecting with mentors, coaches and colleagues. The platform also offers a continuous performance portal with real-time, employee-driven 360-degree feedback tools and provides employee-driven learning and performance opportunities.

Fuel50 is a company founded on a deep passion for engagement and the desire to create better workplaces. They believe wholeheartedly in their vision and are continually looking to better the outcomes they help their clients achieve.

Problems The Technology Solves

Fuel50, powered by next-gen artificial intelligence, is a multi-faceted talent experience platform that helps organizations to build a truly agile workforce through a foundation of talent matching, continuous learning and employee-driven workforce re-skilling.

The Fuel50 platform enables organizations to inspire its employees by tapping into individual's passion and potential – unleashing a higher level of engagement and contribution. This is achieved through an array of interconnected solutions including reflection exercises, career pathing, continuous feedback, succession planning, career planning, gigs and mentoring. Clients see measurable results with a 60% reduction in turnover and 30% improvement in employee engagement, across all clients who measure engagement regularly.

Fuel50 provides employees with individual ownership and accountability for driving their own career progression and success. FuelPathing™ is a core feature that kick-starts an employee's career growth journey. It gives employees personalized journeys and a clear line of sight to opportunities in the business, both lateral and vertical. This encourages lateral movement and internal mobility. For one client most of their movement is now at the lateral level and their internal recruitment rose from 38.7% to 55% since Fuel50 was introduced. Developing a growth behavior in users means employees actively wish to increase their skills and develop their capabilities to further their opportunities for the future.

Recently Fuel50 responded (fast) to the global pandemic by pivoting their workforce and platform to create 2 new packages to best support organizations and their people through these difficult times to future-proof their business and employees careers. FuelFutures™ supports individuals to find a next-step career move, make great career decisions, and prepare for a future that leverages their values, talents, interests and more. It allows organizations to quickly deploy their redundancy support at scale, at low cost while maintaining brand equity. FuelMarketplace™ is an internal talent marketplace that supports redeployment, gigs, mobility, and career growth.

Intuitive dashboards provide unique data-points on workforce analytics surrounding agility, mobility, generational career patterns, and retention risks. This arms leaders with information to recognize where untapped skills and talents lie within the organization. Using this data, managers can build and manage their own talent pipeline and unlock the potential of their people. These powerful analytics also give

managers insights on their people, enabling them to deliver better quality coaching conversations and become strong career advocates.

Fuel50 helps employees find greater fulfilment in their work and 91% of users feel better aligned to their organizational purpose, values and goals. When people use more of their full potential at work they are more productive, engaged and satisfied. A 3-year trends study across 500,000 users and 50 businesses using Fuel50 found where Fuel50 is deployed consistently across an enterprise there was a 3x increase in retention. Allowing people to play to their talents at work and leverage their strengths helps HR practitioners and strategic leaders deliver performance improvement by creating more engaged and agile employees, while simultaneously creating agile organizations capable of developing talent from within.

Client Case Study

Aon is a global professional services firm that provides risk, retirement and health consulting. The corporation has approximately 500 offices worldwide, serving 120 countries with 69,000 employees with ~\$11.6B in annual revenue. Following the disruption and uncertainty of the Hewitt divestiture, as well as continued poor engagement survey results, the corporation realized it needed to address its career issues. These issues were linked to a perceived lack of visibility and career transparency as well as an uncertainty around whether the right people were getting the right roles. Other than a home-grown solution, which was difficult to keep current and not being utilized, there was nothing in place to help address these career issues.

Their 2017 engagement survey found that only 34% of Aon's colleagues had a clear plan for their career and had discussed it with their manager. But those that did have a clear career plan were 9-25% more engaged than all other colleagues. This drove the decision to put focus on this for their employees.

This opportunity originated from a sales rep following up following an HCM event in Chicago which they were unable to attend but the follow up resulted in a meeting that went up the Executive chain. The Fuel50 team then built a custom career experience for Aon, led by the Chicago HR team and a multi-audience pilot was launched to 3 different groups within the organization.

- Global HR
They selected HR as a test group as the corporation's unique job titles are more familiar and manageable with this group. Engaging Global HR would also build a stronger network of advocacy as the solution was launched globally.

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- Full Country (Australia)
This group gave the ability to pilot all roles within a geographical location. Given Australia had expressed an interest in Fuel50 earlier this made sense.
- Resource Groups
This group utilized FuelFactors™ to engage with various employee resource groups.

Some of the Fuel50 winning elements included the seamless interaction with Fuel50 and Workday, which allows these to be branded together to create one employee experience and they also loved the manager and Career Pathing functionality.

The solution included:

- FuelPathing™ identifies preferred career paths, whether it is sales, marketing, finance or something else entirely. Designed to help target thinking about how employees can grow their career and explore how their interest areas play out at work, as well as providing users with next steps for possible career paths.
- FuelFactors™ encompasses a variety of modules and exercises that all aid in identifying what career opportunities are a suitable fit taking into account personality, talents, work style and personal values.
- Fuel50 Customer Success Implementation Services

“We value creativity and the freedom to try new things. Our creativity and innovation means we are continuously learning every day – whether through formal programs, our work, our clients, or each other.”

In their Global Employee Engagement Survey following implementation, significant gains were achieved for the pilot audiences against other employee populations where Fuel50 was not deployed. As a result of the pilot experience they saw:

- 4% overall engagement uplift for the Global HR audience and a 5% overall engagement gain in Australia compared with non-Fuel50 pilot employees.
- ‘Overall Career Opportunities’ items increased by 4 points from 2017, now sitting at 57%
- 13% improvement in ‘Aon offers excellent career opportunities’ across the user audience.

Active users logged in on average 2.44 times and spent an average of 15 minutes per session.

The analytics gives Aon game-changing data, organization demographics and key metrics about their workforce. Based on the user-driven data fed into Fuel50 they gained greater awareness on their workforce and the how’s and why’s of its culture and behavior. As an example, they found the following within the pilot audience:

Top Career Engagers

- 1 Quality
- 2 Achievement
- 3 Learning
- 4 Balance
- 5 Expertise

Top Personal Values

- 1 Trustworthiness
- 2 Integrity
- 3 Reliability
- 4 Efficiency
- 5 Honesty

Foundational Learning Needs

- 1 Consulting
- 2 Collaborating
- 3 Innovation
- 4 Accountability
- 5 Relationship Management

Through an intuitive dashboard Aon leaders are equipped with strong insights on their people providing them with a beautiful foundation on which to engage with their talent by having powerful career growth conversations.

“At Aon, it matters when colleagues and their managers have career conversations, in our busy worlds, we have many competing demands on our time – work, family, fitness and a whole lot more. However, like any planning activity, career planning can save you time but also can give you more energy and happiness in your work.” - Kelly Smoots, Senior Talent Manager at Aon at FuelX NYC 2019

Aon has chosen to partner with Fuel50 to help their employees improve their career satisfaction and happiness.

About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.