

Hayed it on the

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Issue 9

October 04

Hay Group event news

## HIS Advantage Explained

**The Challenge** - The market for pay information is changing, clients demands are increasing and competition improving. To maintain market leadership HIS must keep in tune with client needs, enhance client relationships and develop new service offerings.

**Advantage FY04** - To meet this business challenge HIS reviewed its service offerings in relation to local market needs during FY04. The included comprehensive client research visits to understand the needs of clients and how they work.

We have learnt a great deal about how we can work with clients better and deliver more value adding service offerings.

In conjunction with this, HIS undertook an internal review of current practices and processes to help build capability and create internal efficiency and crucially service clients better.

**Project Advantage Moving Forward** - FY05 sees HIS building and launching new offerings that meet client needs using information collected from the research exercise.

At the same time as developing new offerings in the UK, HIS UK is contributing to the Clients Initiative" - a global research and new offering development project. Three key themes which will form the focus for new offerings have been identified:

**Find Out More** - A Project Advantage briefing session is being held in the London Office on Wednesday 17th November at 2pm (Room 2) and we will be holding regional briefing sessions in the near future.

If you would like to attend a sessions, please contact HIS Customer Services on x7200.

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### Coming December 2004.....Update from HIS Corporate

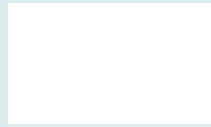
JobMapping<sup>SM</sup> is HIS's approach to leverage Hay Group's proprietary methodology to develop quality databases. It is positioned as being consistent and as important, yet differentiated from job evaluation, and very differentiated from our competitors' use of lower quality/consistency job matching. The purpose of JobMapping<sup>SM</sup> is to enable us to compare the remuneration of various jobs. Once completed, clients can compare jobs within and across the departments their own company and eventually against other companies in the Hay Group Database. The end result is an ideal tool for establishing company-wide, market competitive, pay policy.

In support of the global launch of JobMapping<sup>SM</sup> in December 2004, a number of supporting materials will be available:

- Job descriptions
- Job map specifics from some sectors, with more to follow)
- structure (the basis on which the databases will be put
- Marketing materials, including case studies
- Franchise
- Details of the accreditation process

If you have any queries, feel free to contact Ben Frost (7125)

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Work with one of Hay Group's biggest clients, apace. Stephen Lams and Stephen Welch have recently won an exciting performance management project to help Vodafone measure their PM process globally. The is to create an online system to help them track how well managers conduct performance reviews and link them to development needs. In 2005 there will be a pilot in the UK and the idea of creating a global performance management tool 2006, to tie in with their appraisal processes. The pilot will cover about 15,000 people, has a value of £30,000 and was awarded to Hay Group without a competitive pitch.

This is an excellent example of cross-team working and co-operation, with from both Hay Group Solutions and Insight working together to create something unique and flexible for on relationships we have established since the 2003 employee survey. Since the survey, Hay Group has secured about £200k of follow-on consultancy from Vodafone. The biggest of these was a leadership development programme (sold by Jim O'Brien in Dublin), and we are now working hard to get Vodafone to extend this programme across Europe. We have also just signed a £400k contract for the 2005 will take place next February.

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## The HIS "Game"

HIS UK spent quarter four of FY04 playing "The Game", in an effort to sell as much as possible during our traditionally busy year-end. With around 25% of HIS revenue traditionally coming in the last quarter each year, it was essential to highly focus our efforts to achieve our annual targets.

**The aim of the Game** - was to make a large revenue target through the combined efforts of every area of our business. The prize for achieving this was to be a day trip to France for everyone in HIS UK.

**Asking the unreasonable of ourselves** - The Game injected a spirit of healthy competition into our client facing people, and encouraged us to take "unreasonable actions" to achieve our targets. Unreasonable actions included things well outside our normal comfort zones that we forced ourselves to do anyway but which also involved aiming extremely high in our sales dealings with clients.

**Outcomes** - We signed a number of clients into long-term Hay PayNet contracts, in many cases clients paying up front for three years of data access. In addition to securing all important revenue, long term Hay PayNet contracts allow us the scope to spend more time building better client relationships, instead of having one eye on revenue retention.

**We Won!** - The good news is that **WE WON THE GAME**, and all of HIS are off to Paris on Friday November 5th 2004. Photos to follow!



