

Scaling HR's Impact: How goeasy cut costs and enhanced performance with PeopleInsight by HireRoad

goeasy used PeopleInsight by HireRoad to drive data-driven HR decisions; **cutting turnover by 23%**, boosting productivity, and transforming their HR department into an insights-center that delivers **measurable business impact**.



Executive Summary

goeasy is a Canadian alternative financial services company, with 2,500 employees including front-line workers across 400+ locations. When a new Director of HR joined goeasy in 2016, he was faced with disparate data sets, manual reporting, and a lack of infrastructure to get the insights he needed from his HR data.

After justifying an investment in PeopleInsight to leadership by comparing it to the turnover cost savings of just 3 employees, goeasy's HR leader quickly demonstrated ROI from the insights coming out of HireRoad's people analytics platform.

With PeopleInsight, goeasy's HR leader was able to:

- Reduce turnover from **60% to 48%** in just one year, and further reduce turnover to **37%** by 2024
- Demonstrate the ROI that justified a 6-figure incremental investment into **new hire training**
- Save his team **20 hours** per week on data reporting and analysis
- Get promoted and increase the size and scope of his team by **demonstrating business impact**

goeasy has been able to successfully integrate, democratize, and act on their people data by using PeopleInsight by HireRoad as a trusted and efficient solution for their HR analytics.



Historical Challenges

When Harjas Rai joined goeasy in 2016 as the Director of HR, he discovered a tech stack with limited reporting capabilities, inconsistent data, and cumbersome reporting. As a result, data insights were virtually nonexistent and even answering basic questions from leadership was a challenge.

goeasy faced a 60% turnover rate, requiring them to hire over 1,000 employees annually to support its stores and branches. Despite the critical need to track and reduce attrition, Harjas ran into manual processes and unreliable data that prevented accurate turnover reporting or any proactive steps to decrease turnover rates.

The Decision to Invest in PeopleInsight by HireRoad

To address high turnover, Harjas demonstrated how PeopleInsight could improve visibility and provide on-demand, accurate reporting to his stakeholders. He made the case that saving just three employees would cover the solution's cost.

With a turnover rate nearing 60%, goeasy lost over 800 employees in 2016. After implementing PeopleInsight, turnover dropped by 22% in one year, far exceeding expectations and proving the business case.

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It was a very easy pitch for me: ‘would you like reporting that is on-demand, accurate 100% of the time, and at your fingertips? And by the way it has a very reasonable price tag.’ Yes. Yes. Yes. So by the time I really had to take accountability for reporting, I was able to present insights with these dashboards that looked much better and was much more reliable.

Harjas Rai

VP of Talent & Rewards, goeasy



Adopting and Scaling Across the Organization

Harjas and his team were able to demonstrate some quick wins with PeopleInsight to their stakeholders. "We went from releasing reports 4-6 weeks after month end to getting it out within days. The speed was appreciated, and leaders loved that they could drill down into the data."

The team began releasing a monthly report to executives with high-level insights on their line of business. At first, some of their HR metrics were met with resistance, since numbers had been artificially low prior to the implementation of PeopleInsight. Harjas was able to quickly overcome the challenges by pulling up the raw data behind any KPIs to easily share with leaders and validate the numbers.

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We cleaned up the data and showed a complete picture. The data was accurate and transparent, and that helped to build trust.

Harjas Rai

VP of Talent & Rewards, goeasy

From initial pushback to gaining trust, Harjas then saw adoption quickly grow. "After the business had gained comfort with the data, they realized 'Okay, this is good data, and it's helpful to know, and we can get it regularly, on time, and it's correct.'"

Today, the HR insights coming out of PeopleInsight have become a mainstay of goeasy's business reporting. "Because our operations leaders trust the data and want to increase the people focus with our leaders, they have integrated people KPIs into all levels of performance assessments."

As a result of this widescale adoption, goeasy has increased user access to PeopleInsight, in order to give operations leaders across the business direct access to their department's data.



Driving Business Impact with People Analytics

In addition to decreasing employee attrition rates, goeasy has been able to make informed decisions that impact business performance using the insights derived from PeopleInsight.

Demonstrating ROI on Employee Productivity: A Break-Even Analysis

goeasy used PeopleInsight to make data-driven decisions that transformed their new hire training process and cut costs for the business. At the time, all new hire training was done virtually, but a hybrid model (both in-person and online) was proposed to boost productivity. The team conducted a small-scale trial with a control group and partnered with their HireRoad analyst to build out a break-even analysis in PeopleInsight. The custom dashboard revealed that, despite higher upfront costs, the hybrid model improved employee performance enough to recover the expenses within a month. **This data-driven approach justified the transition to the new hybrid training model across the company, ultimately saving money and enhancing productivity.**

Using Data to Inform DEI Investments

goeasy also utilized PeopleInsight to make informed decisions around their diversity, equity, and inclusion (DEI) investments by integrating employee demographic data with external Canadian census data. This allowed them to create clear visualizations to understand their workforce composition and identify opportunities to enhance diversity. By comparing internal data with broader population metrics, goeasy could strategically invest in hiring initiatives to take steps toward a more equitable workforce.

Additionally, PeopleInsight enabled goeasy to track employee engagement and retention, helping them allocate budget for Employee Resource Groups (ERGs) more effectively.



We were able to strategically allocate budget to ERGs and hiring initiatives based on data, not only assumptions

Harjas Rai

VP of Talent & Rewards, goeasy



The PeopleInsight Impact

As a tenured user of PeopleInsight, Harjas has witnessed the fruits of his investment pay off.

"Implementing PeopleInsight early in my tenure at goeasy was a great win for me and has played a big part in my career development here."

Harjas has since been promoted to VP of Talent & Rewards at goeasy, growing his portfolio to oversee four departments within the HR team. He attributes this growth largely to the impact his team has been able to demonstrate across the organization.

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PeopleInsight has been a game changer for us. The insights we can now deliver have fundamentally changed how HR is perceived at goeasy. It opened a lot of doors.

About PeopleInsight by HireRoad

PeopleInsight is a trailblazer in people analytics, offering an affordable, highly customizable solution. Our industry-leading software, unifies your people data and delivers actionable insights in just 5 days. We empower forward-thinking businesses with best-in-class analytics and ongoing analyst support, to create better business outcomes at the lowest possible cost.

For more information, visit [HireRoad.com](https://www.HireRoad.com)

