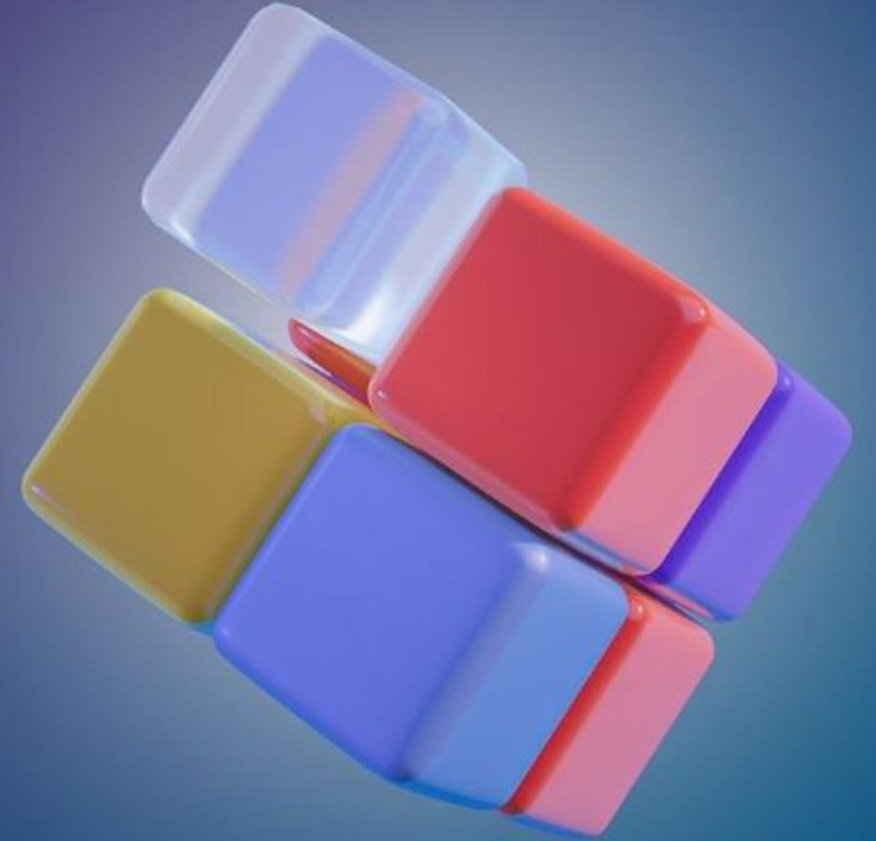![UHR logo — Universities Human Resources]

UHR Conference 2025

Online 13 - 15 May

#UHR25
#UHRawards25
#workwithUHR

Peopleinsight

Generative AI – A game changer in the way we listen, analyse (understanding) and respond to our staff listening activities?

**UHR Annual conference
13th May 2025**

BA1: 12.15 – 1pm

UHR
Universities Human Resources

What's to come in the next 45 mins…

Jane Tidswell
Director, HEI

Gareth Phillips
Chief Technology Officer

Lisa Hughes
Senior Consultant

12:15   What can we do to make sure that AI works for us not against us?
     Jane

12: 30   How can Generative AI support us to listen, analyse and respond to our people?
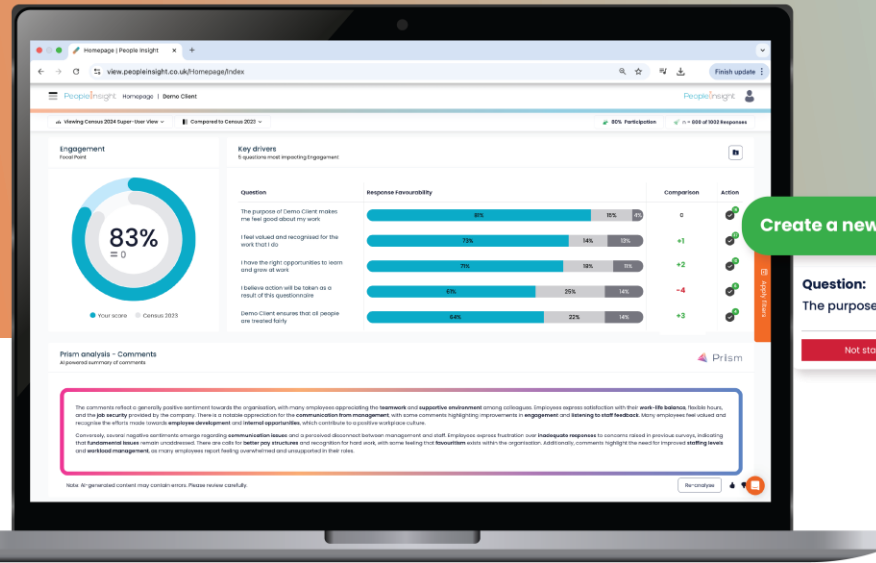   **Gareth**

12.45   What is the human impact and how can we develop employee's skills ?
     Lisa

12:59   **Close**

Peopleinsight

The most actionable employee experience platform, powered by people, helps you drive meaningful change

Our **agile, AI powered platform** lets you listen in the moment and act at scale

First hand experience driving surveys, landing results and motivating teams through action

Peopleinsight

We are the number 1 supplier of staff listening to the Higher Education sector

We work with over 75 HEIs

Best in class benchmarking

Sector recognition for best practice

We have empowered over 1 million employees to shape their workplace

Over 2,000 HEI managers and leaders engaged with the PI platform

People insight

Which means we hear a wide range of views on using Generative AI for staff listening from the HE sector

AI Pioneers: Make up around 30% of our HE clients

These are the trailblazers who are always at the forefront of technology.

AI Explorers: Make up about **50%** of our HE clients

This group is curious and open to new possibilities but keen to see some proof of concept before diving in.

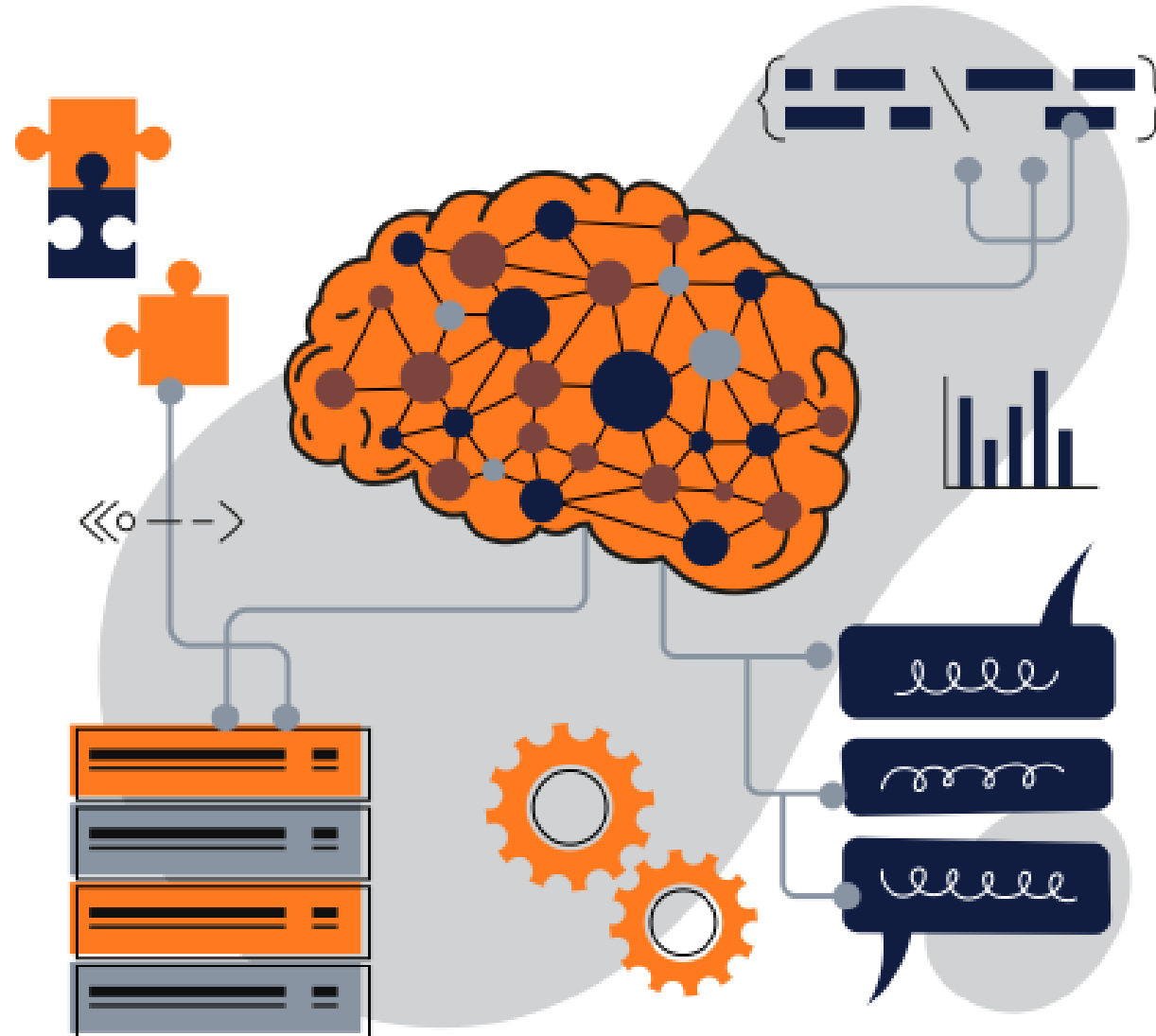**AI Settlers:** Make up around **20%** of our HE clients

These are the cautious adopters who wait until AI technologies are well-established and widely accepted

Peopleinsight

And we are well placed to summarise those views

Many experts draw parallels to the current AI revolution to the early computer revolution…

> "
>
> *Artificial Intelligence is not just a technology; it's a revolution that is reshaping industries, economies, and societies. We need to embrace it and use it as a catalyst for innovation and creativity, because it's not going anywhere.*

The goal is to ensure AI works with us and for us, enhancing our capabilities

How?

Collaboration and enhancement

- Take over repetitive tasks
- Analyse vast amounts of data quickly and provide insight
- Idea creation and solutions looking at trends

Continuous learning and adaptation

- Training and development
- Feedback loops

Ethical and responsible use of AI

- Transparency
- Privacy and security

Peopleinsight

The three stages of staff listening – and how they're changing the way <u>we (People Insight)</u> work

60%
Listening

30%
Analysing

Now

10%
Responding

Effort

20%
Listening

20%
Responding

In 2-5 years

60%
Analysing

Increased importance on analysis and helping you respond – less on running surveys

People**i**nsight

How we see it changing what you (at a client/organsation level) do

Now

- 30% Analysing
- 10% Responding
- 60% Listening
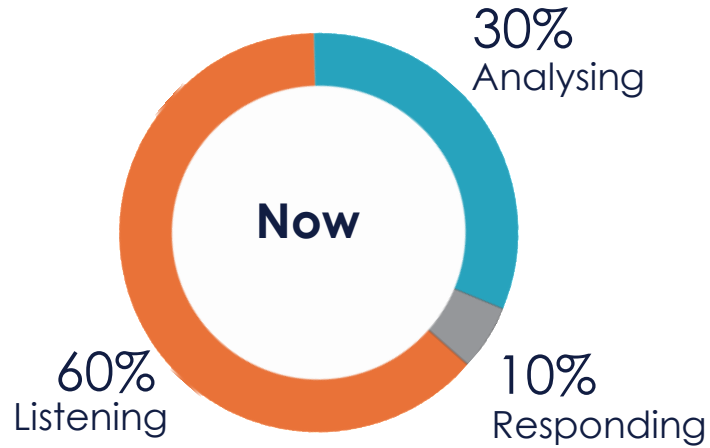
Effort

The automation of analysis means more time for responding and listening – need for critical thinking about the analysis

New skills and approach needed

In 2-5 years

- 20% Analysing
- 30% Listening
- 50% Responding
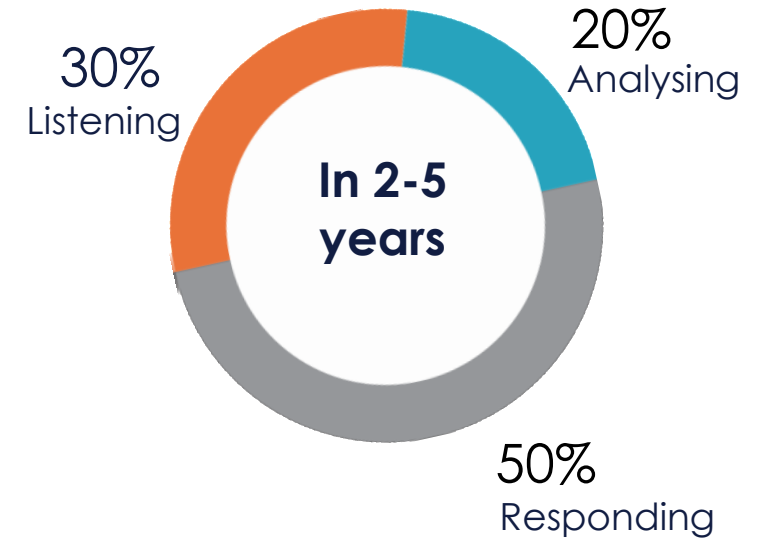
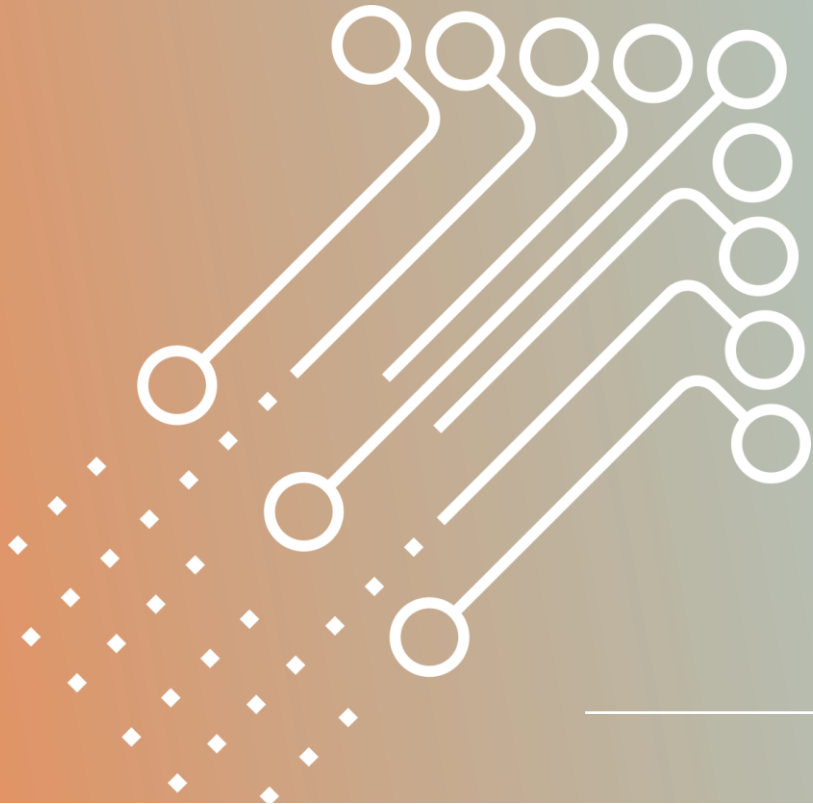# Moving from
Running effective listening strategies...

Moving to

Running effective **understanding** strategies…

The game changer… AI is the enabler for an "understanding strategy" helping us to respond better to the employee voice?

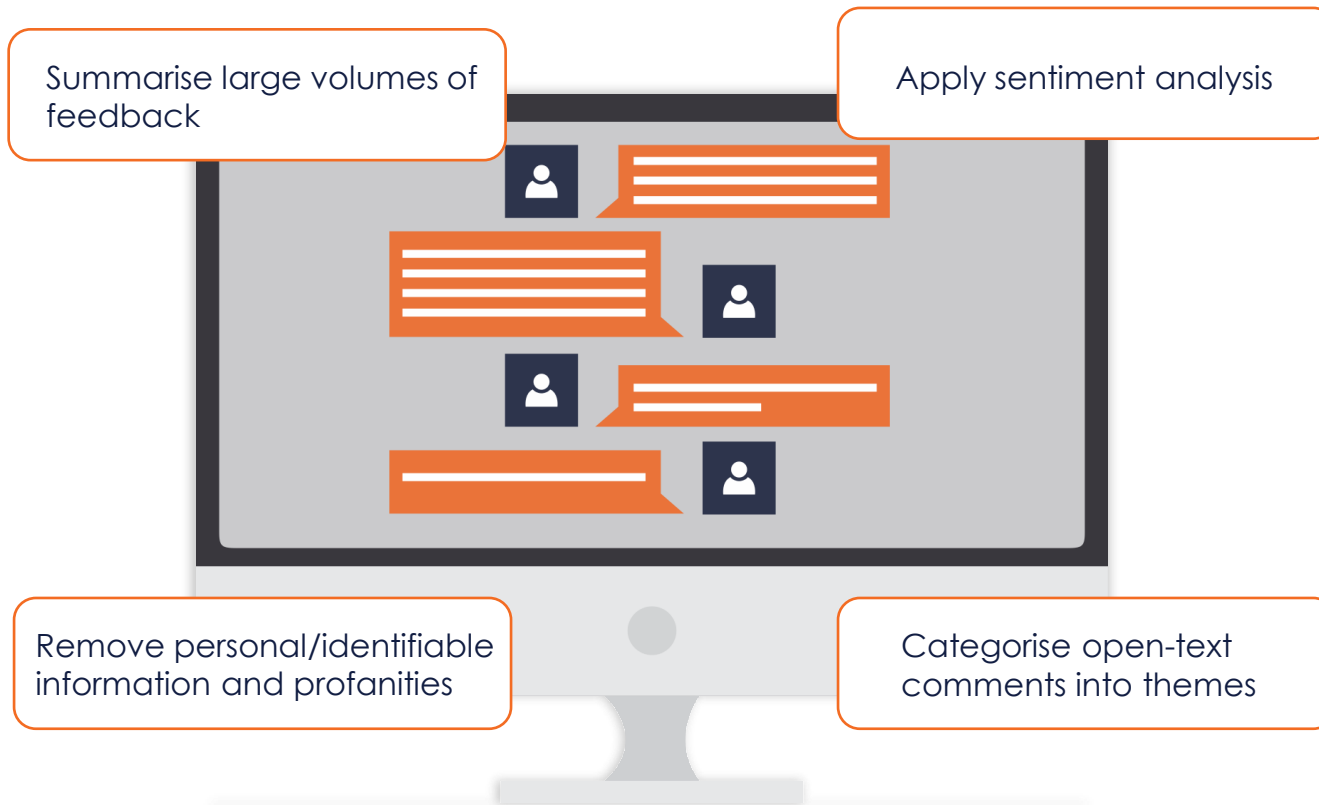Peopleinsight

Our journey towards the use of AI

Phase 1: Augmenting for efficiency

Use Machine Learning to process:

Summarise large volumes of feedback

Apply sentiment analysis

Remove personal/identifiable information and profanities

Categorise open-text comments into themes

In other words

- We focused on automating **tasks** that humans *could* do, but at a slower pace and higher cost.

Why we did it:

- To make processes faster, scalable, and more accessible

- To free up time and reduce cognitive load for users

- To give every client access to analysis that would otherwise require specialist support

Peopleinsight

Phase 2 – Augmenting insight and scale
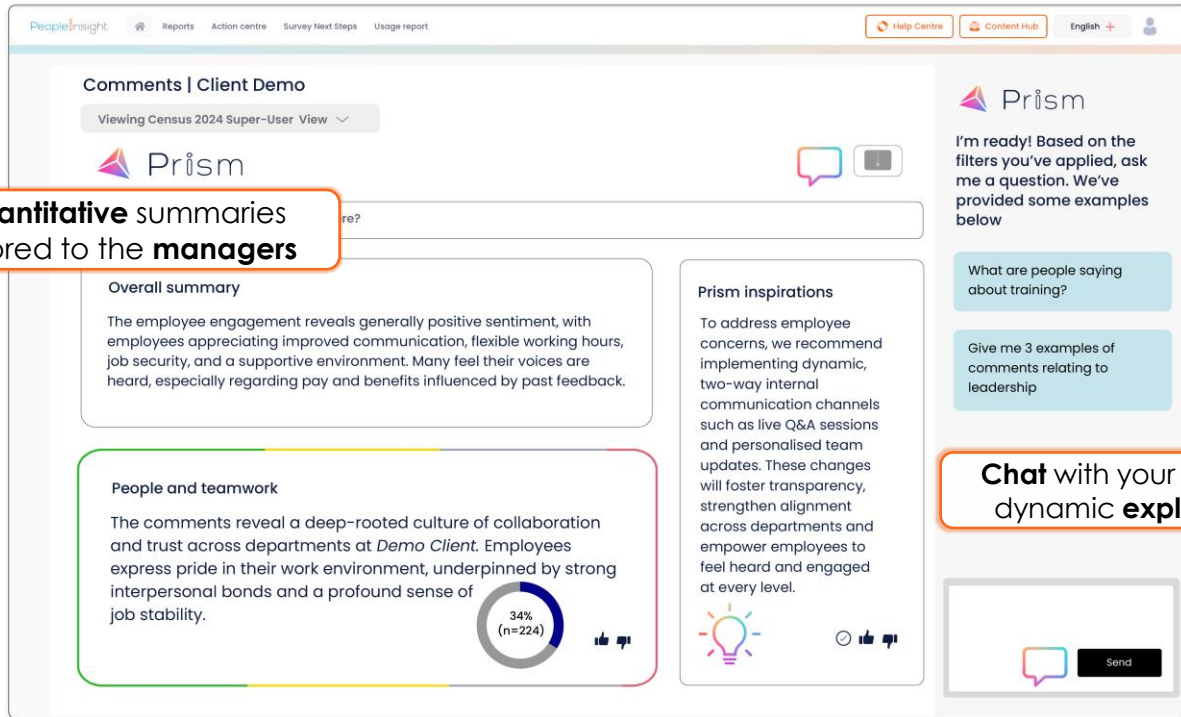
Quantitative summaries tailored to the managers

Chat with your data for dynamic exploration

Action recommendations based on large-scale pattern recognition

In other words

- We focused on automating creating **insight** that humans *could* do, but at a slower pace and higher cost.

Why this matters:

- Not about doing new tasks, but about transforming how they're done

- Humans could do this work — but not across thousands of data points, instantly, and with consistent quality

- This is AI not just as a time-saver, but as a capability multiplier

Peopleinsight

Leading to better understanding
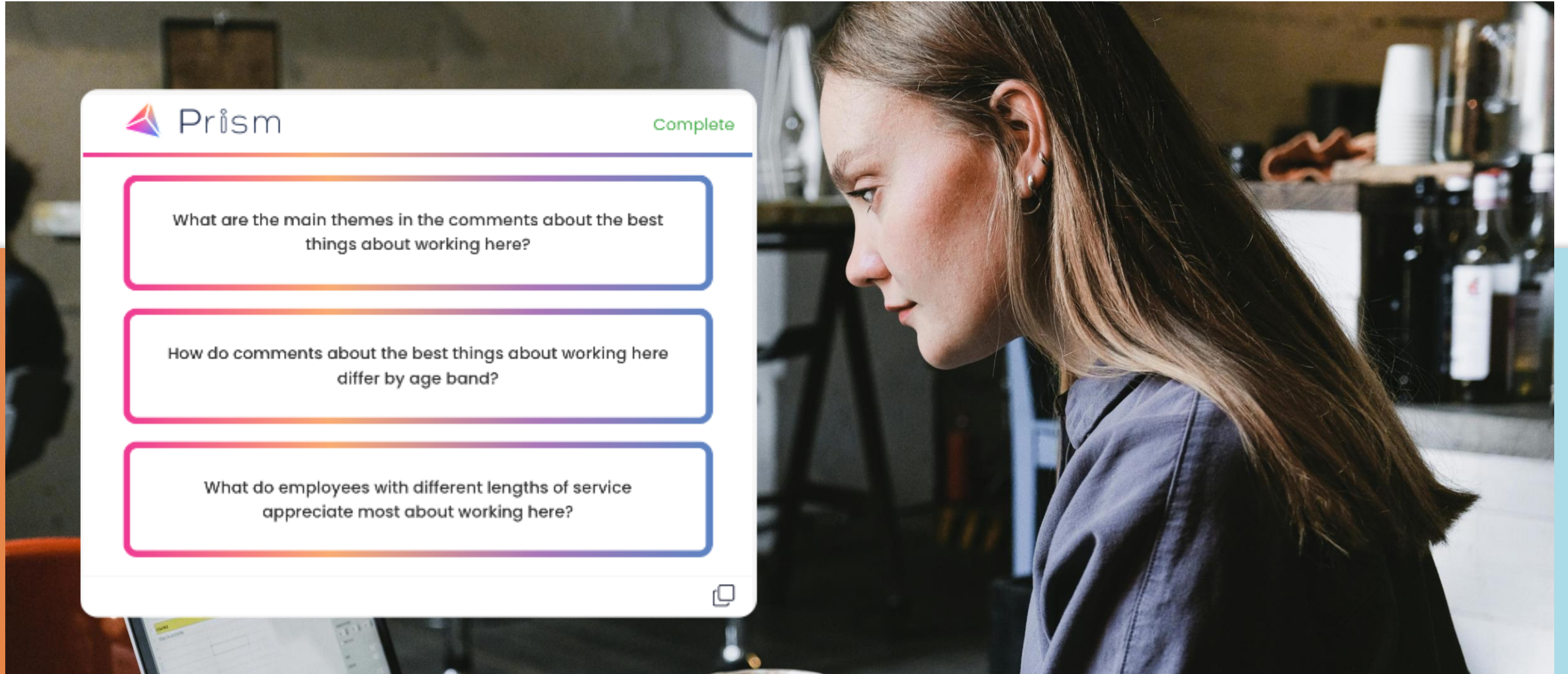
With great power comes responsibility

Fairness and bias mitigation

AI is assessed regularly to minimise bias in outputs

Trained to handle comments across cultures, backgrounds, and language styles

Bias audits help identify and correct unintended skew or unfair patterns

Uses diverse training datasets to ensure broad representation

How we use AI responsibly

Transparency and explanations

Clear documentation explains how AI analyses data and suggests actions

Theming, sentiment, and summary methods are shared openly

User feedback on AI outputs is tracked and used to refine and improve the system

Prompts are monitored to identify usage patterns and enhance AI performance

With great power comes responsibility

How we use AI responsibly

Ethics and accountability

Ethical principles guide our AI development and deployment

AI suggests actions, but humans make the final decisions

Users can question or override AI-generated content

Compliance and data privacy

Aligned with GDPR, the EU AI Act, and NIST AI Risk Management Framework

No personal data is sent to AI systems – all information is fully anonymised

Identifiers are stripped out and replaced with unique IDs before processing

We use approved contractual safeguards (SCCs) for any data processing across borders

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But what comes next?

As the **future** is **uncertain**,
there is need for North Star **principles**:

| Curiosity | Safety | Effectiveness and efficiency | Deeper understanding | Save more time |

The overall goal?

To allow you to invest more time in:

- Listening
  - Better questions
  - More data points
- Responding / driving change
  - Mentoring
  - Coaching
  - Driving change
  - Enabling better behaviours

Effort

20% Responding

30% Listening

50% Responding
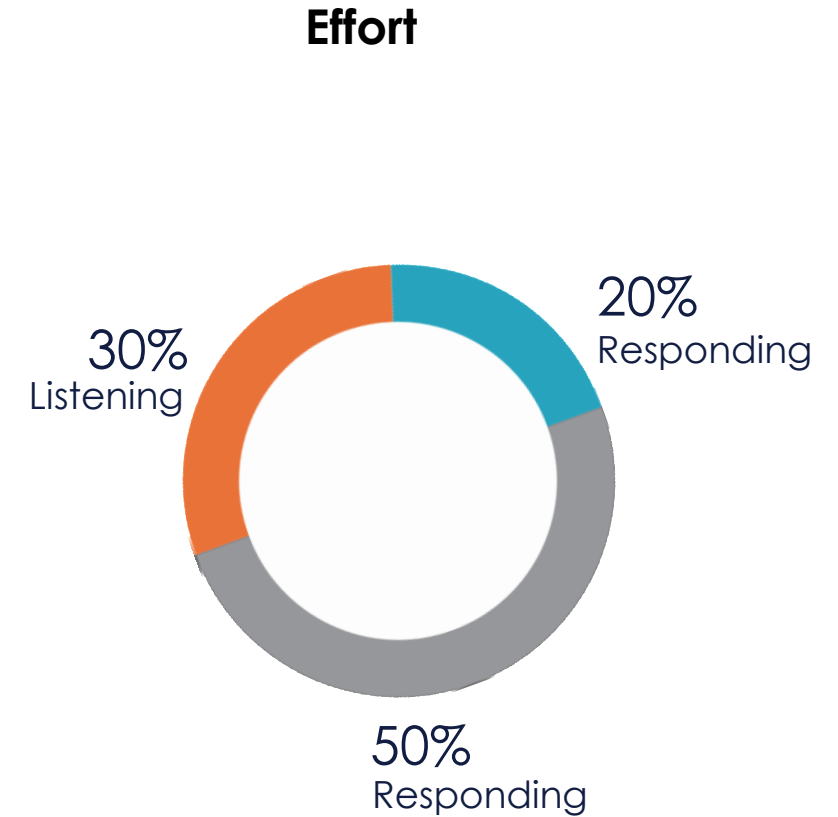
What is the human impact and how can
we develop employee's skills

Where is your team right now on the AI journey?

AI Pioneers: Make up around 30% of our HE clients.

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This group is curious and open to new possibilities but keen to see some proof of concept before diving in.

AI Settlers: Make up around 20% of our HE clients

These are the cautious adopters who wait until AI technologies are well-established and widely accepted.

Where do the majority of your organisation sit?

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Inspire action from leaders, managers and employees alike

Understand how to turn Insight into Action

- Build **local level capability**, ownership and momentum from Insights & action planning with confidence

- Familiarise managers with the results dashboard and action planning functionality

- **Response** how you present the information and continue the conversation

- Share the organisation's vision and expectations for improving the employee experience to inspire & get everyone on board

Action impact reviews

- Maintain momentum with facilitated action impact reviews.

- Review progress, identify barriers to success and examples of best practice.

- Input to 'You said, so we did' post survey comms.

- **Demonstrate how response and activity has improved the employee experience overtime**

Lisa Hughes
Performance improvement consultant

> **"The partnership with People Insight has been fantastic. The consultancy - this is what's really added value beyond just delivering a staff survey. I think the support we've received in driving some of the action plans has been phenomenal."**

Laurie Gallagher – Staff Survey & Data Manager, King's College London

KING'S College LONDON

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Connected ~~listening~~ understanding through the lifecycle – How AI can help
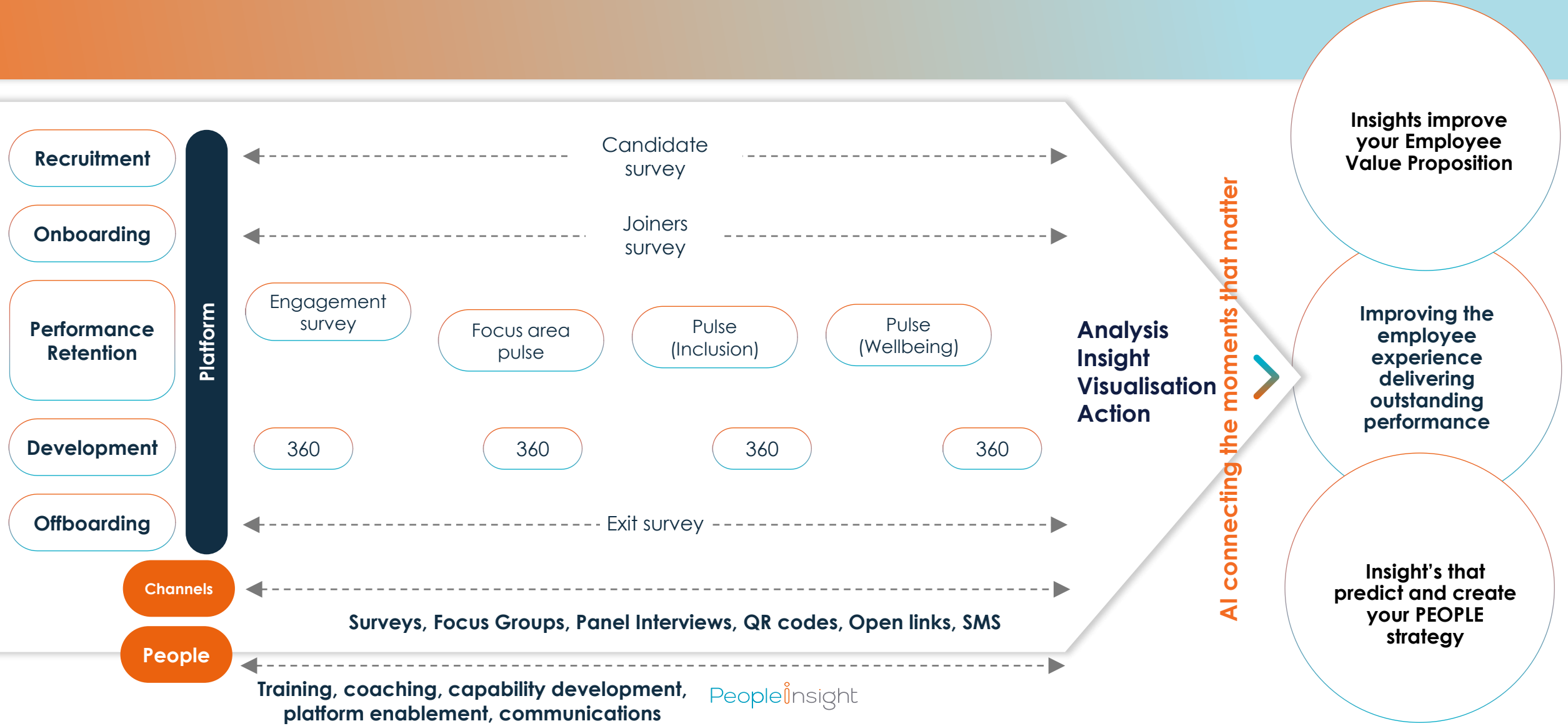
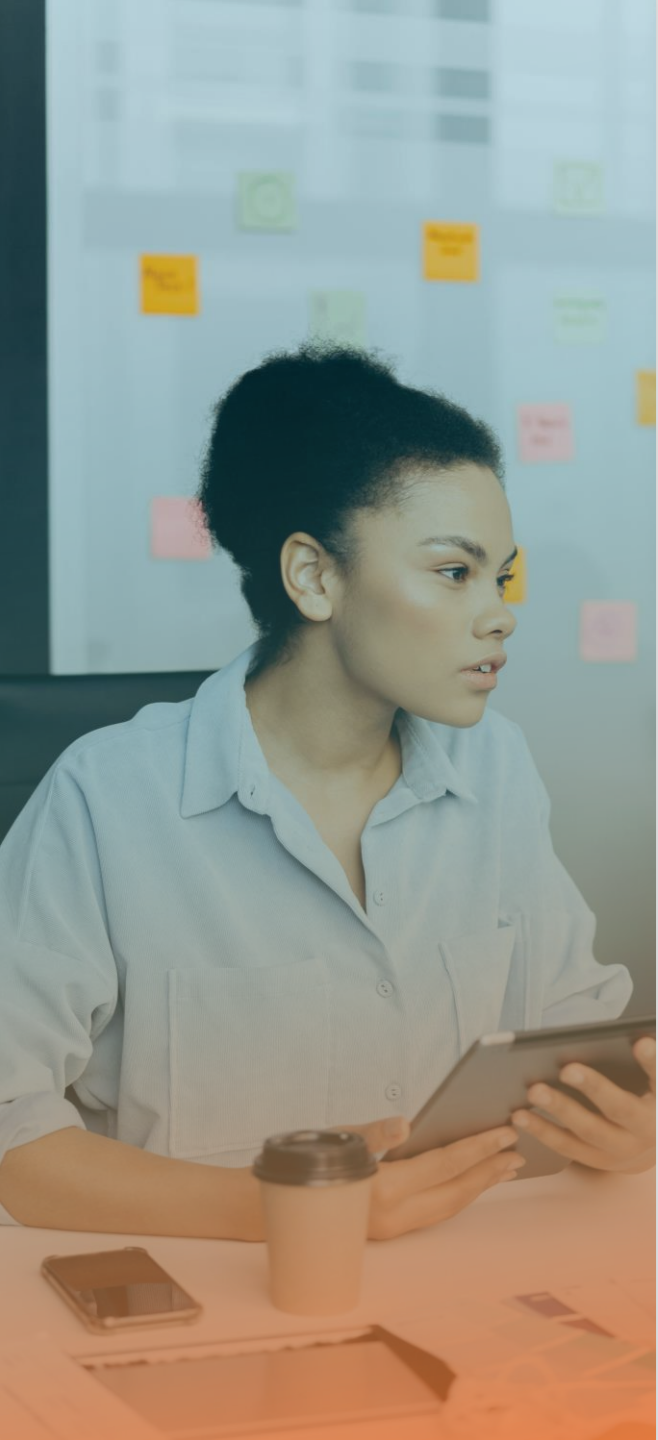# Respond – How our approach is improving the employee experience

- Faster and more accurate decision-making

- Efficiencies and time savings through automation

- Responding in real time

- Reduced hiring biases with AI-driven recruitment

- Enhanced talent retention through predictive insights
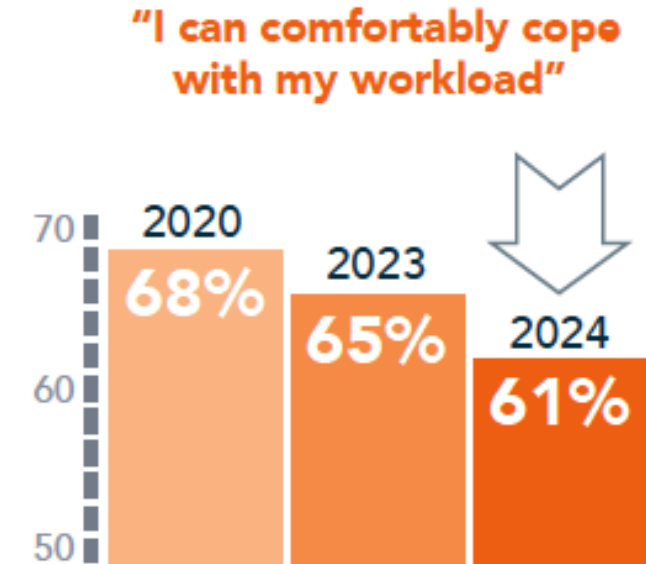
- Better user experience for leaders and managers

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Example of how AI can make a difference to the employee experience

Pain point in the sector

## What the workload insights are telling us and how can AI support?

Workloads are becoming harder to manage

"I can comfortably cope with my workload"

| | 70 | 2020 68% | 2023 65% | 2024 61% |

Action: Reducing workload with AI – quick wins!

- HR chat box – solving people, policy and process problems in an instant.

- Summarise emails and large documents for easy accessibility and quicker decision making

- Email/Messaging streamline and filing

- Quick research through tools like copilot /ChatGPT and additional tools that have been applied to ppt/excel and word doc

What other AI tools are you using in the organisation ?
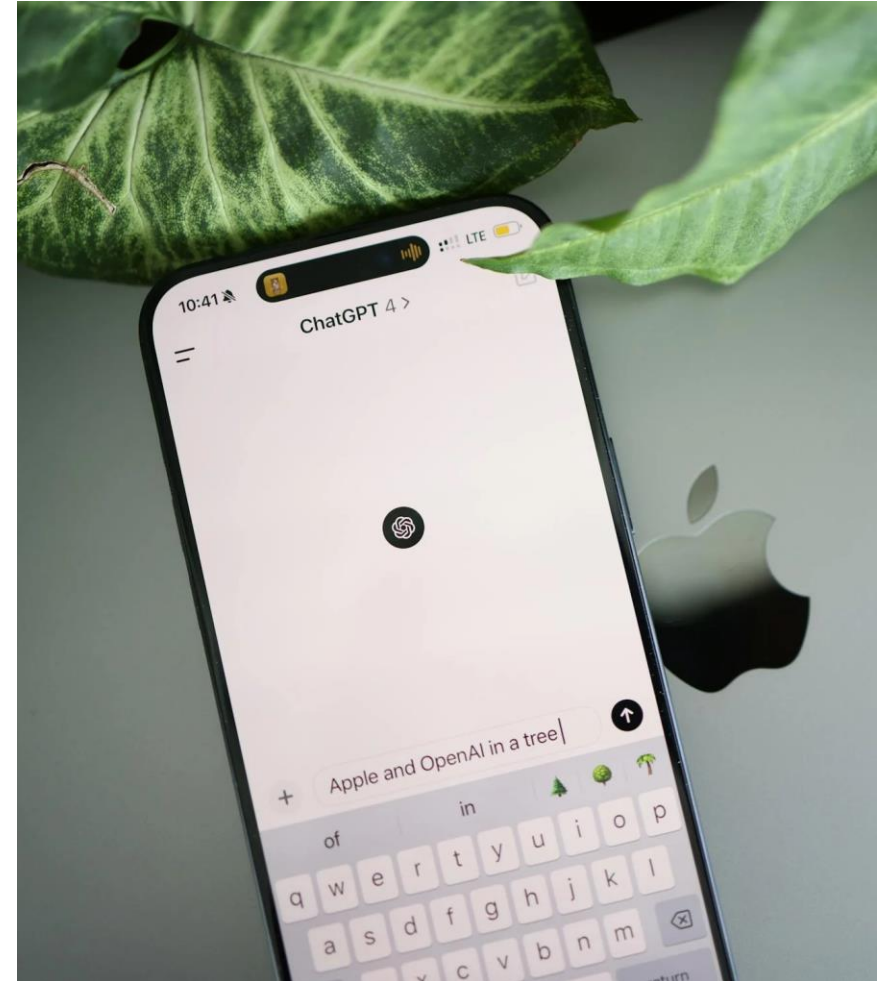
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Understanding insights through connected data to deliver a great employee experience

Response and support from People Insight as AI evolves

Capability :
At People Insight, we are **powered by people**, and that means we **care about yours too**. As technology evolves, we are committed to ensuring you have access **to the best management and leadership development**, that delivers great places to work

Organisational:
Our aim is to empower you with AI to really understand the **employee experience** at **speed, respond in real time** and deliver actions that matter to your colleagues

Transparency:
We clearly **communicate the capabilities and limitations of AI tools to users**. This helps manage expectations and encourages responsible use and the importance of human interaction

Ethical Use:
We ensure that **AI tools** are used ethically, respecting privacy and data security. Be **transparent** about how data is collected and used.

Continuous Improvement:
We are regularly updating and refining our AI tools based on user **feedback and technological advancements.** This ensures that the tools remain effective and relevant

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Rooting for change

Eden: People + Planet

In 2024 alone, they:

- Opened a plant nursery in Mozambique with an annual production capacity of 500,00 seedlings and provided full-time employment for 24 local men and women

- Planted 175,000 trees in the Mau Forest of Kenya

By contributing in 2025, we are actively aiding their restoration efforts with:

- Indigenous tree planting in appropriate areas

- Applied nucleation to accelerate forest recovery

- Assisted natural regeneration

Last year,
we planted
15,495 trees.

We're planting
a tree for each
attendee in
today's session!

Peopleinsight

Let's keep the conversation going

enquiry@peopleinsight.co.uk

Connect on LinkedIn

Come meet us at the UHR conference

Join us for our webinar on psychological safety

Psychological Safety

Buzzword or Business Critical?

Lisa Hughes
Senior Consultant
People Insight

Kate Pritchard
Head of Consultancy
People Insight

Thursday 22nd May
12pm-12.30pm BST

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