MEET YOUR WORK TWIN

How Digital Twins are Reshaping Workforce Strategy

Current Trends 1

Hiring (ATS):
- ✓ Streamlines processes
- ✗ Ignores potential & overlooks hidden talent

Training (LMS):
- ✓ Centralized learning
- ✗ Not personalized, lacks engagement & feedback

Career Growth (HRIS):
- ✓ Organized records
- ✗ Siloed data, limited foresight

2 Benefits

1) Accelerated decision-making
Simulations allow companies to analyze the effectiveness of various incentive systems, providing companies with insight into the best incentive to motivate employees

2) Improved employee experience
Running hypothetical scenarios can help make data-driven decisions to improve work-life balance

3) Enhanced performance evaluation systems
Companies can analyze and develop strategies to ensure congruency and controllability before implementation

Challenges 3

1) Privacy and data security concerns
Digital twins require continuous data collection, increasing the risk of breaches, unauthorized oversight with unclear ownership of data without explicit consent

2) Legal concerns
The Canadian law requires meaningful consent and minimization of data collection, which can raise difficulties in digital twin operations without privacy violations

3) Ethical concerns
Digital twins has great reliance on historical data and continuous monitoring that may make employees uncomfortable due to a lack of autonomy and biased HR decisions

4 Implementation

If a company desires to implement digital twins, the following should be considered:

1 Intended purpose
Identify the areas in the company in which digital twins will aid in decision-making.

2 Data collection
Determine the type of data to be collected and where it will be sourced from.

3 Building the system
Understand the resources and capabilities needed to build the virtual system.

Case Study 5

Zensar is a technology solutions company that has helped their clients streamline resource allocation, enhance their customer and employee experience, be proactive in staffing and planning, and achieve data efficiency. Specifically, this is completed through:

(1) Forward simulations to predict performance

(2) Reverse simulations to estimate inputs for a specified goal