



SRRC Fall Conference

September 19th & 20th, 2018

Jacksonville, FL

Introduction

**EXPLORING AND UNDERSTANDING DATA & ANALYTICS:
A PANEL DISCUSSION**

Speakers

- Introduction: Scott Williamson
- <https://www.youtube.com/watch?v=yGf6LNWY9AI>
- Roger Sorhagen- First Class NorthAmerican (moderator)
- Randall T. Decker- ZM Analytics
- Rob Kreiling- Runhzeimer
- Brian Richards- SIRVA

QUESTION 1:

WHAT IS YOUR INTERPRETATION OF DATA ANALYTICS AND/OR BIG DATA SINCE ITS SUCH A BROAD TOPIC?

QUESTION 2:

HOW IS DATA ANALYTICS BEING USED TODAY IN OTHER INDUSTRIES AND WHAT CAN WE LEARN

- Healthcare
- Financial Services
- Sports
- Weather
- Gaming

QUESTION 3:

HOW CAN WE UTILIZE DATA ANALYTICS IN GLOBAL MOBILITY- WHAT DO WE STAND TO GAIN THE MOST?

- RMC & HHG
- CORP HR
- COLA & LUMP SUM

QUESTION 4:

WHAT ARE THE BIGGEST CHALLENGES TO OVERCOME ?

- Collection and recoding data
- Interpreting the data
- Technology or software
- Investments in Programs
- Buy-in from C-Level

QUESTION 5:

WHAT CAN WE EXPECT TO SEE IN THE FUTURE FOR DATA ANALYTICS ROLE IN GLOBAL MOBILITY?

- Predictive outcomes
- Policy benefits changing more often
- AI for routine consultations
- Productivity measurements
- Hiring Data Analytics Professionals



Q & A