



Inspiring employee performance with AI

Exploring AI and data-driven technologies to enhance their brand alignment and context technology platform became possible for Liverpool-based SME Inspirize with help from the STFC Hartree Centre and the LCR4 START programme.

Challenge

For businesses, it can be difficult for leaders to share their vision, purpose, values and brand promise in a way which provides context and understanding for employees and builds a culture that consistently supports the brand. For employees to understand exactly how they are contributing and making a difference to the company's success can be equally challenging. Inspirize is an SME that helps organisations tackle this issue, by providing a platform that connects everyone to the brand values, connecting both the hard, operational and soft, cultural aspects of individual and collective performance at all levels. The company wanted to understand how they could apply AI in order to make their platform more data-driven and automate their methodology and toolset.

Approach

Funded by ERDF as part of the LCR4 START programme, Inspirize worked with data scientists and AI experts at the Science and Technology Facilities Council (STFC) Hartree Centre to learn about the different types of AI technologies, such as sentiment analysis and Natural Language Processing. Benefitting from the Hartree Centre's access to an extended network of technology partners has allowed them to understand and identify existing IBM Watson tools and techniques they could use to start collecting and interrogating data for insights. Inspirize is particularly interested in using data to better evidence the link between context, levels of employee engagement, performance and innovation for its customers, which makes the company's business case more compelling.

Benefits

The company is currently in a phase of trialling and testing different AI and data analytics technologies, and evaluating which approach to take forward. This project has the potential to help Inspirize approach new customers with an enhanced product and expand the company's market share. The resulting shift from a consulting-led towards a technology-led solution will position Inspirize to grow and scale as a business.

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Working with the Hartree Centre showed us the art of the possible – it helped us understand the differences between types of AI and see how it could work for our business. It's been not only evolutionary, but revolutionary.

Gary Swale
Inspirize

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As our work is people-focused it was also important for us to investigate how we eliminate potential algorithm bias and ensure we are developing an ethical platform. Working with a trusted impartial organisation like STFC validates our approach and enhances our reputation.”

Gary Swale
Inspirze

At a glance

- New AI tools and techniques explored and evaluated
- Enhanced the company's digital understanding
- Demonstrated the value of AI and data analytics
- Results of trials will shape future business practices
- Valued working with a trusted partner like STFC
- Enabled the company to expand market share and reach new customers in future

Who we are

- 70+ computational scientists and technologists
- World-leading supercomputing and AI infrastructure
- Bespoke small teams built around your project
- Tailored business development support
- Access to our network of industry, academic and technology partners

What we do

- Boost productivity and enhance innovation for industry
- Big data analytics and artificial intelligence (AI)
- High performance computing and quantum simulation
- Training and skills development
- Insights into future technologies



Credit: STFC Hartree Centre

Our impact on UK industry and society

The Hartree Centre was created by UK Government to help businesses and public sector organisations accelerate the adoption of high performance computing (HPC), big data analytics and artificial intelligence (AI) technologies. We play a key role in realising UK Government's Industrial Strategy by stimulating applied digital research and innovation, creating value for the organisations we work with and generating economic and societal impact for the UK.

The Science and Technology Facilities Council (STFC) Hartree Centre is part of UK Research and Innovation.