Evolving GBS Analytics Maturity

GBS analytics capabilities should evolve across four levels of maturity to drive greater business value:

Level 1 - Reporting

- Standard reports on service performance
- Manual analysis and insights generation
- Hindered by data gaps
- Focus on operational metrics

Level 2 - Advanced Analytics

- Automated descriptive analytics
- Identify trends, outliers, correlations
- Dashboard visualizations
- Slice and dice data on demand

Level 3 - Predictive Analytics

- Statistical models and algorithms
- Forecast future performance
- Proactive monitoring versus reactive
- Simulation of scenarios

Level 4 - Prescriptive Analytics

- Machine learning and AI
- Predict implications of decisions
- Enable data-driven decisions
- Recommend optimal actions

Key Elements for Maturing:

- Data management and governance
- Skills and partnership ecosystem
- Tools modernization and integration
- Shift from hindsight to foresight
- Build credibility and trust
- Executive adoption and sponsorship

Benefits of Analytics Maturity:

- Enhanced data-driven decision making
- Higher automation and optimization
- Superior predictiveness and planning
- Proactive risk management
- Next best action recommendations

In summary, GBS analytics should evolve across descriptive, predictive and prescriptive capabilities to provide greater business value.