

Hawkrose

Personnel Incentivisation Assessment Tool (PIAT)

Service Definition





Copyright

The Copyright in this work is vested in Hawcrose Ltd, and the document is issued in confidence for the express purpose for which it is supplied. It must not be reproduced, in whole or in part, or be used for any other purpose without prior written consent being obtained from Hawcrose Ltd, and then only on the condition that this notice be included in any such reproduction. No information as to the contents or subject matter of this document, or any part thereof, arising directly or indirectly there from shall be given orally or in writing or communicated in any manner whatsoever to any third party without the prior written consent of Hawcrose Ltd.

Copyright © Hawcrose 2026



Table of Contents

1	Personnel Incentivisation Assessment Tool	4
1.1	Service Description.....	4
1.1.1	Functionality and Benefits	6
1.1.2	Customisation	6
1.1.3	Onboarding.....	7
1.2	Service Support	7
1.2.1	Support Levels	7



1 Personnel Incentivisation Assessment Tool

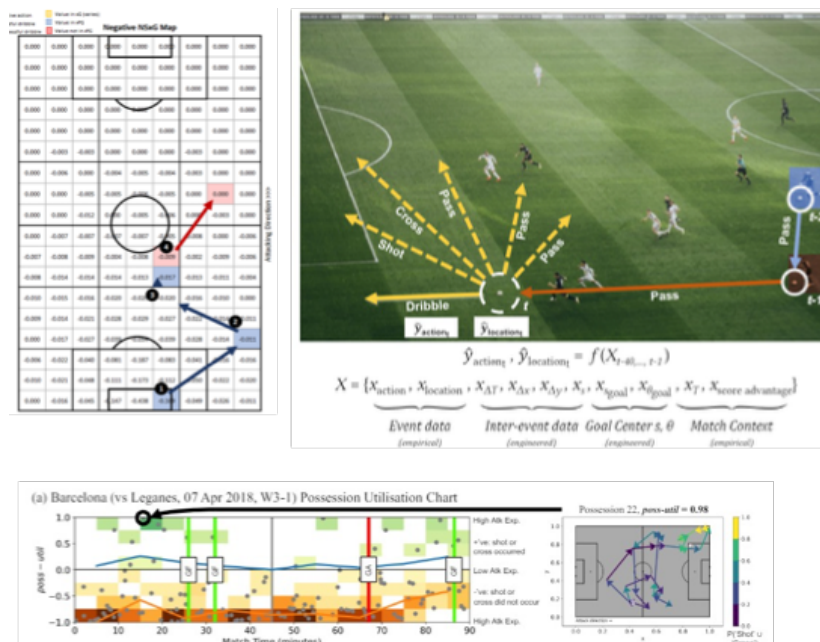
1.1 Service Description

1. In November 2024 a large Government Department commissioned Hawcrose to create a Machine Learning based software application which is able to help them answer questions from Ministers about the effectiveness of Personnel Initiatives implemented by the department to improve workforce retention.
2. The challenges with meeting such a requirement to date have been fourfold:
 - i. To accurately analyse the effectiveness of retention initiatives, anonymised data of all personnel over a 20-year period is required. Standard HMG tools and techniques (Excel, Access and Power BI) are simply not configured to handle such large data sets.
 - ii. HMG's traditional tools and techniques have analysed only "correlations" where effects of initiatives are often confounded with other variables – which means estimating the effectiveness of these interventions is compromised.
 - iii. Providing "causal" analysis tooling will allow HMG to both analyse the effect of previous initiatives in a "pure" way, as well as predict the effect of any well-defined future initiative on retention. These approaches are now extensively used across industry and studied in academia for modelling optimal strategies – but require the correct data science environment to work within (i.e. Azure, Google secure cloud or Palantir Foundry).
 - iv. How personnel data is used.
3. The solution – delivered by the PIAT product involves:
 - a. Creating a useable software-based application which can handle large data sets.
 - b. Ensuring the software-based application can use 21st Century Data Science techniques to provide 'causation', rather than 'correlation', outputs for Senior Decision makers to review.
 - c. Clarifying what data will be used for the project, and why.
4. For the avoidance of doubt, the application is a strategic decision-making tool, for use internally by departments and large organisations. It will not, and should not, be used to replicate the work conducted to support External Departmental requirements.

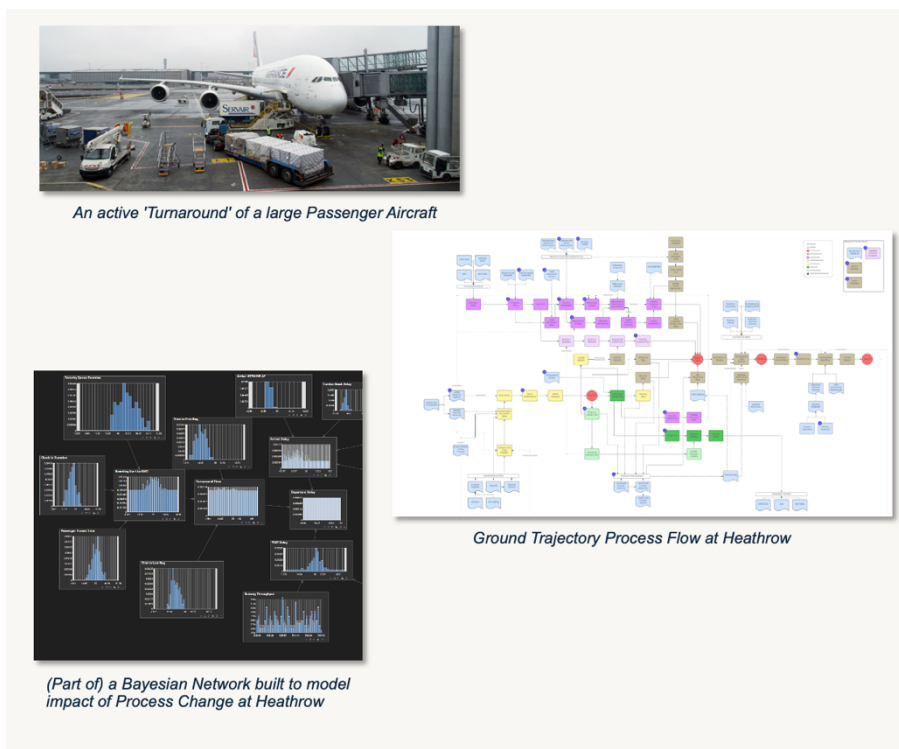


Other areas of application

Sport: Hawkrose Data Scientists have generated novel approaches to predicting future scenarios given prior events in the Sports Sector. In the context of football, the utility of these models is that they can be used to generate an assessment of Expected Goals (X_G) for a given action (i.e., shot, cross, pass, dribble) based on the context, game state and a sequence of previous actions. This concept is particularly useful for devising strategies for game play and extends well to games where the sequencing of events matters (American football, Rugby Union, Rugby League).



Civil Aviation Hawkrose have used similar concepts at a major UK Airport to understand the airport-wide impact of process changes. Successful 'ground trajectory' of a commercial aircraft that lands, performs a turnaround, then departs is predicated on a myriad of interdependent processes and external factors coming together. This interdependence of processes or 'events' that lead to a successful turnaround means all too often the benefits case for process improvement initiatives are flawed. Benefits can be misshapen and overstated - potentially leading to businesses investing in the wrong efficiency projects. The AI 'learns' the relationship between processes and can identify the system wide impact of initiatives cognisant of the mutual dependencies between processes. At the airport, this approach has significantly improved the development and approval of individual initiatives.



1.1.1 Functionality and Benefits

1. The PIAT application which can show the retention consequences of different strategic personnel initiatives.
2. It does this via use of 21st Century Data Science applications such as Bayesian Networks and Genetic Algorithm optimisation.
3. The benefits of this approach mean that Departments and large organisations can make better informed decisions on where they spend the £Ms for different retention initiatives as the application can highlight whether - historically and statistically speaking – what initiatives actually improved retention.
4. A 'causal analysis application' like PIAT is not only an excellent tool for strategic workforce planning, it is also being used to support investment cases made to HM Treasury on the best value for Money solutions for workforce retention.

1.1.2 Customisation

The PIAT tool is designed to be highly customisable and configurable. Customisable elements include:

- Assets
- Reference data
- Data structure
- Page flow
- Project details

The platform is designed to be reconfigured and customised for each decision, transformation programme analysis or investment evaluation.

New data can be configured through the UI or uploaded via CSV.



1.1.3 Onboarding

The PIAT can be delivered as a hosted managed service or deployed into a customers' hosting environment. If deployed into a customer hosted environment a deployment guide is provided and training given to support system upgrades.

User guides are provided as standard, and training can be purchased as an additional service. This can be online or onsite, depending on customer requirements. Hawkrose also offer continuous user support packages where Hawkrose consultants can act as expert users.

1.2 Service Support

1.2.1 Support Levels

Support models are tailored to customers' requirements and based on agreed SLAs. Response times and support coverage is agreed and documented in a managed service agreement and tailored to the requirements of each customer and system deployment.

The Hawkrose standard approach is to offer three levels of support:

- **Bronze** – UK Office hours support with email-based fault notification
- **Silver** – Extended hours (7:00 – 22:00) 7 days per week with email-based fault notification and trouble ticketing system
- **Gold** – 24/7 support 7 days per week with email and phone-based fault notification and trouble ticketing system

Bespoke support packages can be agreed based on a Service Level Agreement with time to respond targets if required.

All customers are allocated a technical account manager to act as a point of escalation if required.