



# CASE STUDY: Should You Buy or Build People Analytics?

How Remitly CPO Robert Kaskel Uses  
Included.ai for Instant People Insights



## Remitly's Chief People Officer Robert Kaskel bought Included for instant & secure people insights, metrics, and reports.

"A key factor that pushed us to make the initial decision to buy [Included] vs build was quick access to data that builds awareness and helps to inform business decisions."



# Remitly

Remitly is a leading digital financial services provider for immigrants and their families in over 170 countries around the world. Remitly helps immigrants send money home in a safe, reliable and transparent manner. Its digitally-native, cross-border remittance app eliminates the long wait times, complexities and fees typical of traditional remittance processes. Founded in 2011, Remitly is headquartered in Seattle and has seven global offices, including London, Cork, Singapore, Manila and Managua.

## The Challenge

Robert was tasked with creating more transparency & people insights for the leadership team, with an emphasis on diversity, equity, and inclusion. Manual reporting was time-consuming and impacted executive visibility, making quarterly board reports stressful.

Remitly decided to buy instead of build a people analytics solution to maximize:

- 1 Data Security
- 2 Speed to Insights that inspire action
- 3 Embedded DEI Metrics



## A Solution With included

Robert identified the places where Remitly has seen an initial business impact:



**People Data Protection  
You Can Trust**



**Instant Insights for a Data-  
Driven People Strategy**



**Self-Serve HR & TA  
Metrics**





## People Data Protection You Can Trust

Security is a top concern when analyzing and reporting candidate and employee data because it ensures that sensitive information is protected and kept confidential. This is particularly important for companies like Remitly, which are in the business of handling sensitive financial information and transactions. Additionally, SOC2 compliance is an industry standard for companies in the financial services sector, so it is vital for Remitly to partner with vendors who meet this standard:

"Through past work with Included in the DEI and talent acquisition spaces, we knew that we could implicitly trust Included with sensitive and confidential data. We knew that they had the technical skill and business judgment that would provide the level of security that this data set required."

-Robert Kaskel, Chief People Officer at Remitly



## Instant Insights for a Data-Driven People Strategy

The Included team integrated with Remitly's existing ATS and HRIS systems to instantly provide insights into DEI metrics for hiring, growth and retention. The Included team has Data Scientists and AI & Machine Learning experts on staff that can partner with clients to contextualize findings.

"Not only did the buy decision facilitate expediency, it gave us access to technical expertise (ML experts, data scientists) that would have been difficult, slow, and expensive to source on our own."

-Robert Kaskel, Chief People Officer at Remitly

With Included, Robert could quickly and easily customize the platform to fit the specific needs of Remitly. Robert and his team were empowered with data and could better provide executives with a clear view of the company's workforce. This made quarterly board reports more efficient and less stressful, as the data was readily available and organized in a meaningful way.







## Self-Serve HR & TA Metrics

Included enabled self-service within HR and TA to answer questions (e.g. attrition rate, headcount, starts) more efficiently than submitting a ticket. Included compliments existing systems as an insights layer. The product sits on-top of existing data infrastructure (UKG Ultipro, ChartHop, Greenhouse) and helps teams get to insights more easily.

## What's Next for Remitly?

The time and resources saved by using a pre-built solution allowed the Remitly HR team to focus on other strategic initiatives, further improving the company's operations. What's next? Scaling the tool to the broader organization to support growth and data-informed people strategy.

## People Analytics Should Be Instant & Easy

Retaining top-performing staff you worked so hard to recruit and keep throughout a tumultuous work-from-anywhere environment has never been more mission-critical to drive your company's competitive edge.

Are you ready to get started and build a more diverse organization in 2023? [Book a meeting](#) with Included today or email [laura@included.ai](mailto:laura@included.ai) with questions.

