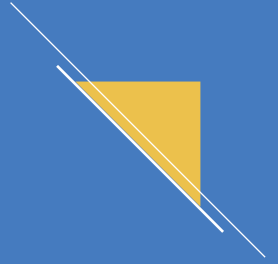


HR Technology: Creating the Department of the Future, Today



The Evolution of Core HR: From Talent Management to People Management



SMART BRIEFS

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BERSIN

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The Future, Today

Driven by massive technological change—the shift from cloud to mobile; the explosion in analytics and artificial intelligence; and the emergence of video, social systems, behavioral economics, and wearables—HR platforms are changing. The types of technology used, the experiences they deliver, and the underlying designs are new. And even more importantly, the way we manage people in companies has changed, making many of the traditional HR systems purchased only a decade ago seem out of date.

It goes without saying that no organization of any size can operate without some type of HR function (whether it is called “people operations,” “people and culture,” or any other catchy name). Organizations have to source, hire, onboard, pay, train, manage, reward, and lead people every day. Decisions about how to best implement these people-related processes are complex, uncertain, and never perfect. It follows that tools that can make these decisions easier, more data-driven, and more measureable are indispensable.

Bersin by Deloitte, Deloitte Consulting LLP

HR Technology Disruptions for 2017: Nine Trends Reinventing the HR Software Market



With unemployment hitting its lowest rate in nearly 17 years, the job market has shifted to a candidate-driven market.



This transformation has forced HR departments around the world to look for fresh and engaging ways to attract top talent. In order to meet this new demand, many companies are changing the entire employee/candidate experience.

These companies are relying on many of the proven strategies they use to create an effective customer experience to create a dynamic employee experience. This transformation to a consumer-type experience for current and prospective employees is real, and it is happening now. Most likely, your organization already has a firm understanding of the consumer experience, so you can use many of these same techniques to attract job candidates.

Three main components — consumer-focused, digital and agile — are needed to transform your current department into a robust HR department that's prepared for the future.

[A Consumer-Focus Approach](#)

Research shows that 83 percent of HR managers rank the employee experience as important or very important. Despite this fact, nearly 70 percent of all employees still feel disengaged at the workplace. Employers must do more to bridge this gap if they hope to attract and retain the talent they need to move forward.

Employer focus is shifting from simply employee satisfaction to how to enhance the entire employee experience. This is very similar to the shift from consumer satisfaction to the customer experience made by marketing experts, years ago.

The same type of strategic thinking that is used to attract customers and convert a sale will soon become a new core competence for in-house Human Resource departments that are searching for top talent. Employers will increasingly utilize analytics and big data gathered from HR digital technology to augment the value for the organization and improve the overall hiring and employee experience.

[Leveraging Today's HR Digital Technologies](#)

Millennials are now the largest generation in the U.S. workforce. This younger generation grew up with technology in their hands. Not only do millennials thrive using digital technology, but they also have come to expect it everywhere, including in the workplace. Offering digital solutions is no longer just a great benefit to have, it's necessary to attract and retain young talent.





Using current digital solutions gives HR departments the power to make the employee experience personal, engaging and memorable, not to mention useful to both the employee and the employer. For example, digital technology can help track performance management, benefits management and employee training.

The employee experience should begin right from the start. HR departments can use digital technology to connect with prospective applicants and engage with them throughout the candidates' journeys. Once a candidate becomes a new hire, HR technology allows the onboarding process to begin well before the first day on the job. This high-level preboarding helps new employees assimilate faster and makes them productive from day one.

[Building an Agile HR Department](#)

Maintaining an agile HR department may be more important now than ever before. Change is happening rapidly, and employers, along with their HR teams, must keep up with these transitions. Digital technology can help even smaller companies become more agile by providing the tools necessary to attract and hire new applicants faster and with more efficiency.



This new and evolving technology not only enables employers to monitor, reassess and adapt business practices, but it also empowers HR departments to track employee performance, training and development better than ever before. This can greatly improve the employee experience, even from day one.

For example, ING decided to improve the agility of its company by requiring all employees to re-interview for their present positions. Surprisingly, 40 percent of its current workforce found that their skills were of better use in a different position, or they left the company.

This is happening in workplaces throughout the world. Employees feel stuck in their current position without room for growth. Ultimately, this leads to employee dissatisfaction and increased turnover. Digital technology can help employers avoid this risk by providing an efficient system for tracking employee performance, training and development, and other valuable metrics to identify high-performing employees and help them grow within the company.





HR departments also must be ready to transition with changes in the job market. For example, experts predict that remote workers will make up 50 percent of the workforce by 2020. For the majority of companies, managing remote workers will be the rule, not the exception. Your HR team must have the digital tools available to meet this upcoming demand.

HR is no longer just an employee management department. Instead, HR teams are responsible for creating and managing a complete employee experience. The future HR department will require a team of specialized professionals that understand the employee life cycle and how to engage with the workforce at every stage.

The future HR department must develop a digital experience for employees that includes pre-boarding, onboarding, employee engagement, and training and development. Companies that fail to make this transformation, which include automated onboarding, will find it difficult to attract candidates and retain current employees.



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Our goal is to help you implement business solutions that effectively support your business process, not functional silos.

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