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Making HR People Complete

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While earlier, the central theme was to "simplify"- understand and use technology, yet keeping it simple; now, the theme is around "adoption"- making technology easy to use and deliver the promise of a distinctive experience in organizations.

Marrying HR & IT

APARNA SHARMA, *HR Professional, Mumbai*

Mobile Technology has completely changed the job search and hiring process. Today, candidates apply using mobile apps. Recruiters can also now tap candidates who are passively job searching as they browse their devices throughout the day. Many companies have developed mobile recruitment strategies to adapt to this change in candidate behaviour. Business Leaders want to fully understand the business risks & ways to succeed in this VUCA environment. Often, the business strategy has or should have the "people" strategy as an integral part & the HR function is expected to project the ROI of people investments.

HR now has the tools to examine the HR processes in granular detail and bring the full weight of Big Data to bear on its people decisions. Adopting Data analytics as part of HR decision-making is the demand in the "here & now". Under pressure to cut costs and boost productivity, organisations are aiming at predicting outcomes such as whether a prospective hire is likely to perform better, stay for a longer period, or if an employee will stay for a longer period after being promoted. Today, data can predict behaviours and address the limitations of a resume, past experience or manager biases. These new tools can bring to the table a stronger pool of candidates (internal or external) and also predict the candidate's success in the role. But data alone can't help. While data analytics is a powerful tool, it is only as powerful as the operator. In the hands of those who are adept at looking at data, identifying relationships, patterns, hypotheses and testing them, data mining etc is clearly a source of competitive advantage. Otherwise, it is just a set of fancy presentations and graphs. This is the real challenge and opportunity for HR professionals/teams.

Technology has played a significant role in HR over the last few years. It is expected to gain significant prominence going forward too. While earlier, the central theme was to "simplify"- understand and use technology, yet keeping it simple; now, the theme is around "adoption"- making technology easy to use and deliver the promise of a distinctive experience in organizations.

With new age workplace making its way, fixed office locations may be fewer, especially given policies like "Work from Home", "Telecommuting" etc. With this, tracking attendance and monitoring entry and exit of employees will also take a back seat. Hence, HR teams need to move up the value chain and ensure that they remain connected with the employees using social collaboration, mobility and cloud technologies to create innovation in a distributed environment where everyone anywhere in the organisation has the freedom to ideate, decide and act with the overall framework of the organisation.

Key HR tech trends

1. HR technology to move a step forward with social collaboration and cloud based systems.
2. HR Analytics to garner more attention- The use of these analytics will range from developing people strategies to exploring various hypothetical and "what if" scenarios.
3. Strategic Workforce Planning- which involves developing a workforce deployment model for medium to long term. This will not merely be driven by cost considerations but also speed to market, nimbleness in responding to change and management bandwidth.
4. Recruitment using Social media platforms such as Linkedin, Facebook, Twitter which will help to track both alumni and new talent pools. BM