

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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# Accenture HR Transformation

## Angela Wallace

### Video Transcript

The topic of transforming in HR functions is not a new one, not new for all. Many organizations are still grappling with how to drive cost-efficiency, whilst they also look at their HR services in the context of how do you grow and scale organizations; what services remain globally and also at what services remain locally.

There are still many benefits to be gained from standardization and many organizations are still exploring the rise of shared services. However, in a recent study 75% of execs interviewed said that they were still struggling in terms of how

to gain competitive advantage with their current operating model. So while some organizations are looking at new ways of organizing, the rise of digital is playing an important role in how HR thinks about the service it offers and by digital HR, I'm referring, not to just the cloud technologies that are in the marketplace today, but also how an employee engages with an organization and the rise of analytics, social and mobile.

Digital HR is also challenging when work gets done and how work gets done, where work gets done and indeed even who performs the work.

And with the rise of the multi-generational workforce, and that's also influencing different and evolving needs. You saw, for those of you who have looked at our "Workforce of One" study that in the same way that HR needs to really start to develop skills of a marketer and look to understand those employee insights and indeed develop the skills of a marketer in terms of how they segment their employee workforce and the types of HR service that gets offered.

The workforce now expects real-time data and also insights and to use that information along with the

HR service stack to drive the best performance in the workplace and also their careers. This also integrates every aspect of the employee lifecycle, whether it's onboarding through to learning and development; how we go about engaging our employees through communication and collaboration.

If you look to how employees want to consume HR services, we could also look to how they use personal technology and our employees have the same demands of the workplace technology that they do in terms of their own personal and life outside work and that's causing people to demand their HR services anytime, anywhere. And with that in mind, that is also then is seeing a trend in convergence of technologies that were once disparate.

In terms of what this means for how HR delivers this service, there's been unprecedented investment in funding in terms of HR technologies. And what I mean by that is not just the integration of disparate HR technologies across the HR lifecycle but also integrated platforms that bring together technology, policies, platform and even, indeed, operations. This provides great opportunity for HR organizations to think about the service breadth and the reach, but also really challenges and provides fantastic opportunities in terms of how to engage employees through that employee user interface. Not just to respond to employee needs that they get from insights and the analytics available on offer, but also to anticipate those future employee needs and ultimately drive a fabulous HR service provision for what is and indeed the workforce of the future.