

# CONSUMER TECH TRENDS AND THEIR IMPACT ON ENTERPRISE HCM SOFTWARE

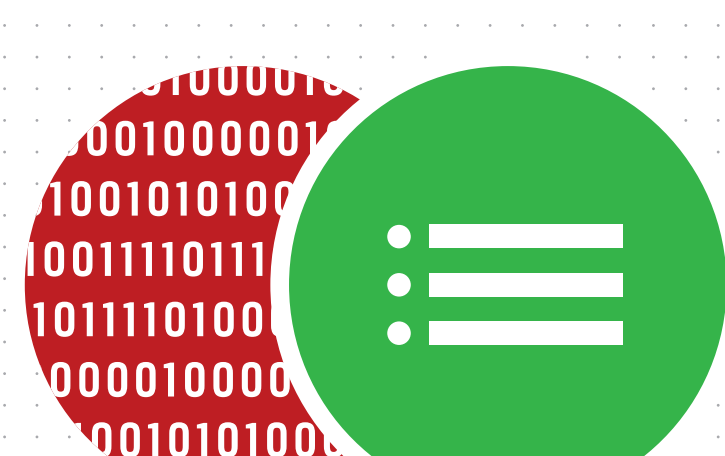
## SETTING UP CONTEXT

Employers expect accessibility  
(up-to-date info and cloud access via mobile).

Employees expect out-of-the-gate usability.

All of this is driving changes in the way enterprise technology is being built, how it's branded internally within companies, and how it's implemented.

**AND THAT'S A GOOD THING.**

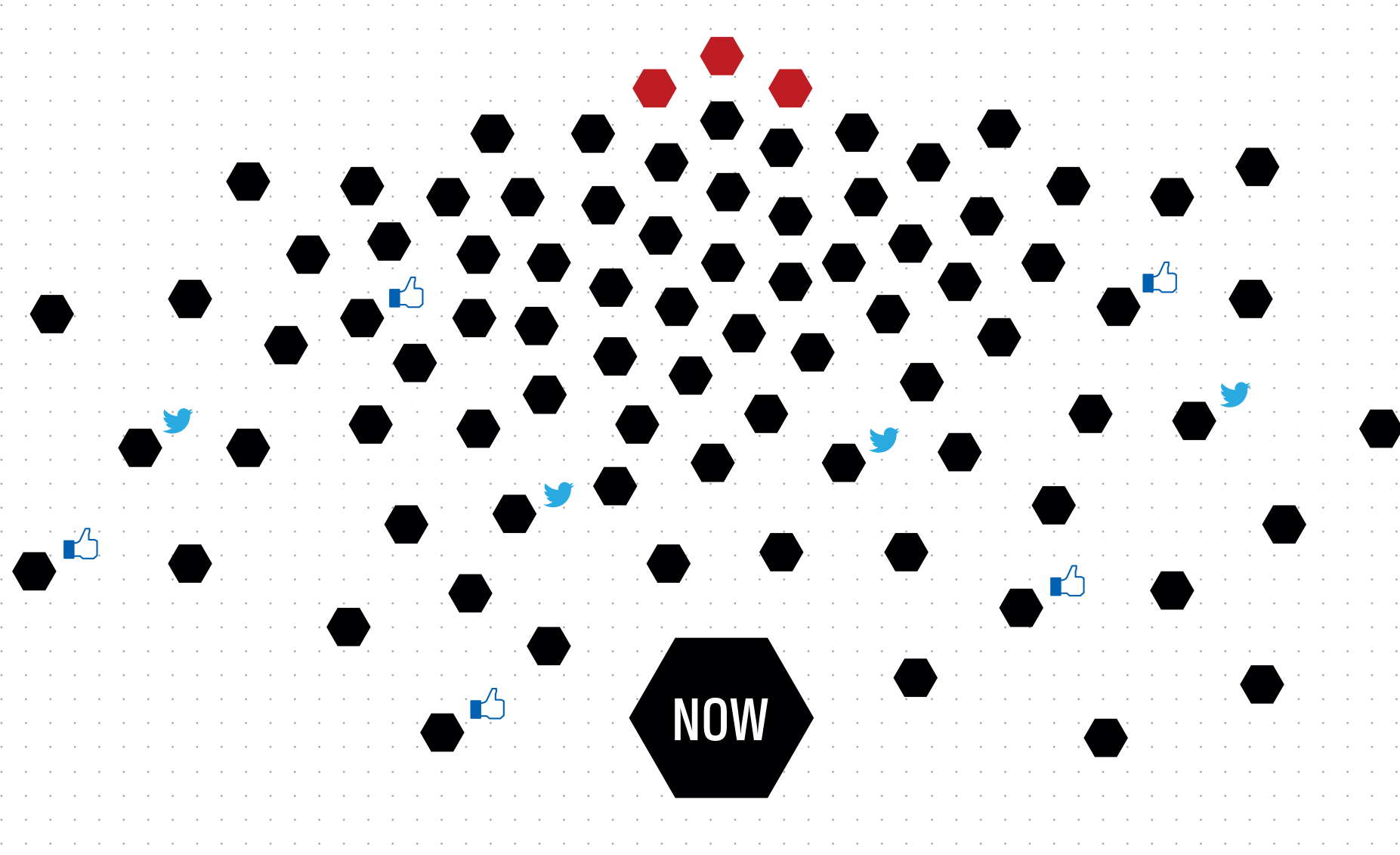


### WHY?

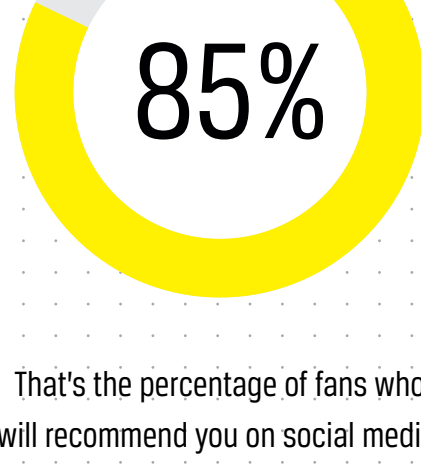
*In short: Consumer tech is making HR technology better*

## IT'S ALL ABOUT BRAND

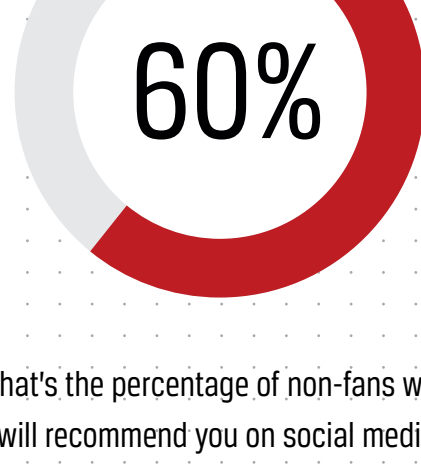
In the past: HR technology was dictated by only a few users in HR and IT.



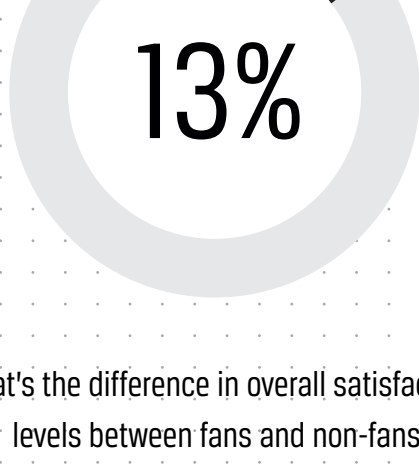
HR technology is dictated by everyone in an organization. Branding is more important than ever. And you need to have a great brand.



That's the percentage of fans who will recommend you on social media.



That's the percentage of non-fans who will recommend you on social media.



That's the difference in overall satisfaction levels between fans and non-fans.

**Just as technology is getting a consumer face, so must our efforts to effectively promote and roll out new technologies across large enterprises.**

## WHAT CAN YOU DO?

*You wanna be successful? Of course you do.*

Here are the 3 things you need to do to address the consumerification of HR technology head on:



### RECRUIT CHAMPIONS

Internal employees who love your product will be heavy users and can influence others.

54% of leaders believe social business will be important to the corporate world, with that number growing to 68% in the next two years.

The Executive's Role in Social Business. MIT Sloan Management Review, 2013.

### REWARD BEHAVIORS

Reward efforts and actions that lead to increased adoption across the enterprise.

"Purchasing and licensing have little to do with whether a technology will be used."

Craig Roth, Gartner



### PROMOTE BEST PRACTICES

Provide resources, attention, and intellectual curiosity to early-stage technology implementations.

American LaFrance was forced to undergo Chapter 11 bankruptcy after a bad ERP implementation caused severe operational disruptions.

Baseline

## OBSTACLES

What issues can come up during an HR technology implementation in this consumerified world?

**PLENTY!**

ISSUE
People are slow to adopt
SOLUTION
Lean on your champions

ISSUE
There's spotty adoption
SOLUTION
Promote and roll back out to groups using it the least

ISSUE
Your rollout is losing velocity
SOLUTION
Add new rewards and increase social pressure

## CONCLUSION

Risk vs. Reward

### RISK

Employee users are constantly frustrated and angry, becoming the ultimate reason your tech eventually disappears for another solution.



### REWARD

Employee users can't imagine their life without your technology and become the biggest advocates for keeping your technology in place or expanding its use.

Want to learn more about how to address all of the challenges HCM technology providers are facing in the market?

**DOWNLOAD OUR WHITE PAPER**



"THE FUTURE OF HCM: 7 TRENDS THAT EVERY HCM PROVIDER NEEDS TO KNOW"

the starr conspiracy