



第八届人力资源共享服务中心年会

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HR Digital Transformation & HRSC

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Agenda



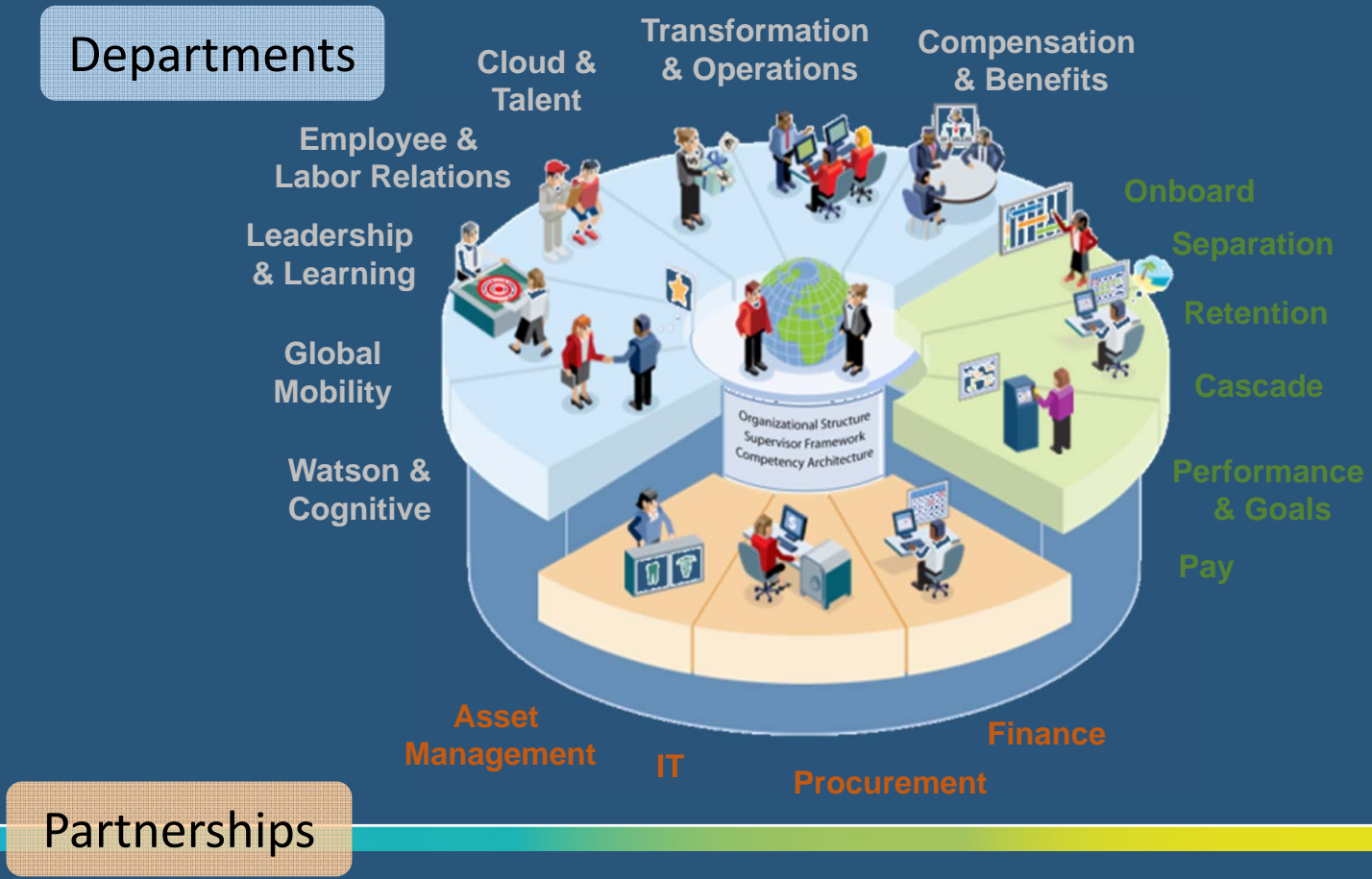
- What is a Digital HR Organisation?
- Digital Delivery & Support
- Conversational HR - Chatbot Revolution
- Building a Cognitive HR
- How HRSC support HR Transformation

Digital HR Mission:

A '**Digital HR**' is the alignment of social, mobile, analytics, cloud and cognitive technologies to create delightful employee experiences and to deliver business outcomes - where success is measured not through traditional technology deployment objectives, but by the rate of adoption, impact on engagement, and net promotor score.

It is not an evolution of the way we work today but is in fact a revolution, forcing us to rethink HR from top to bottom: how we design programs, the tools we use, the operating model we employ, and how we roll out and communicate new solutions.

Changing the way HR traditionally sees itself...



GCG Human Resources

... to how employees experience HR

Join

Work

Succeed

Travel

Leave



Principles of Digital HR

Agile and Design Thinking is how we work



- Start with the end in mind
- Listen, learn, course correct
- Empower for speed

Benchmark to know 'what best looks like'



To be the best, learn from the best



Cloud Platform upon which to build Cognitive HR Experiences

Measure experiences via engagement



Net Promoter Score

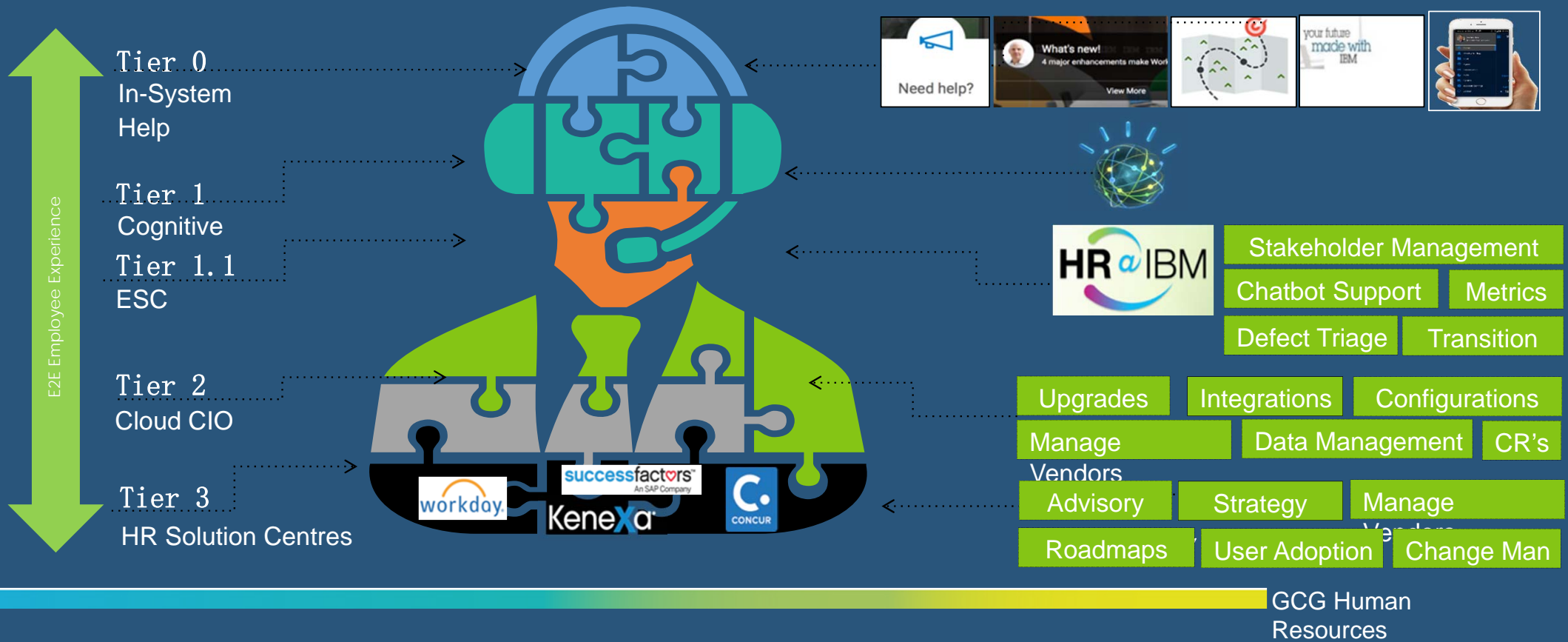


Analytics as an Experience
cognitive insights at the point of decision-making - transparently

'Employee Care' Experience



Vision: To deliver an exceptional support experience to employees enabled by technology. To utilise analytics across the model to drive continuous improvement



Evolution of conversational solutions



Embedded Chatbot



Rapid Query Response & Insights

Provides self-service 'How to' Q&A across HR processes, policies and tools

Examples

- Performance Management
- Travel Policy & Process
- **Workday FAQs**
- HR@IBM



Virtual Agent



Integrated Experience

Draws upon employee information in HRIS and other systems to provide personal responses and chat facility

Examples

- Candidate Assistant
- Compensation Advisor
- Career coach
- Learning advisor



Digital Assistant*



Complex Automated Processing

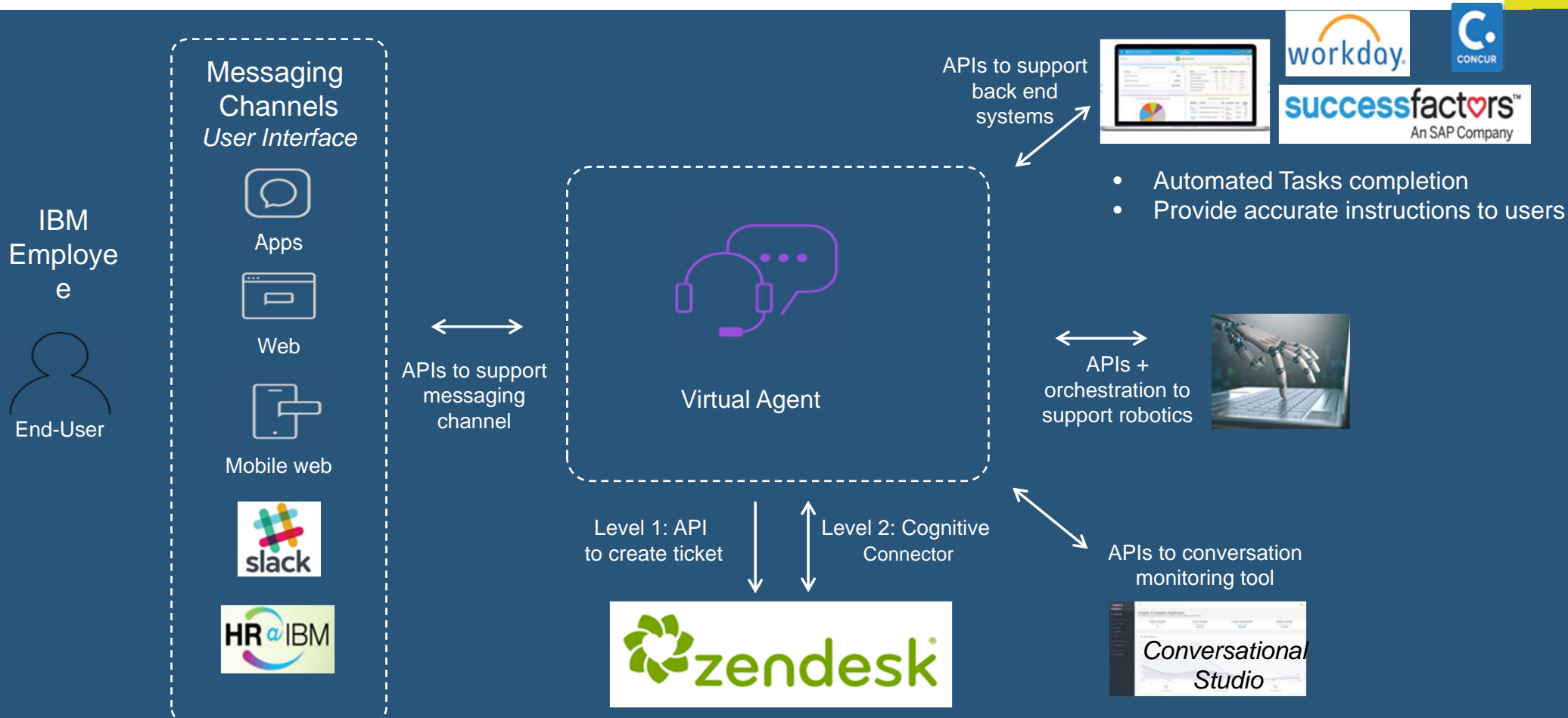
Initiates processes and works autonomously via voice activated dialogs and a fully conversational interface

Examples

- Travel reservations
- Meeting scheduler
- Address change/beneficiary change
- Job promotion



Cognitive chatbots: APIs for an integrated user experience



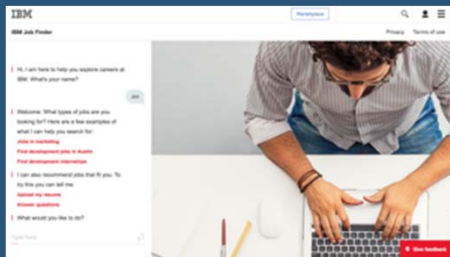
IBM HR's Digital journey:



Cognitive Life-Cycle - Common Themes (Demo's)



Candidate Assistant



Analytics as an Experience
cognitive insights at the point of decision-making - transparently

Career Coach



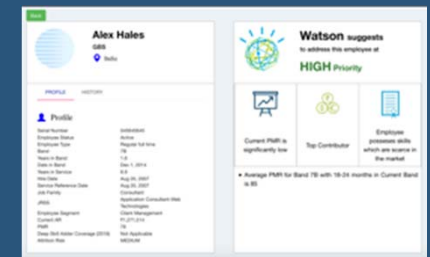
Skills Planning
Skills Matching: inference, market demand, scarcity.

Personalised Learning



Integrated Conversational Service
Chatbot built-in

Compensation Decision-Support



New Skills for HR Professionals - Relentless Re-invention

Human Resources
Digital Skills Accelerators

Your Rank Level 1 | Next Rank Level 2
0 / 1000 Points

*"Act 2... It's about an external lens on everything we do."
- Ginni Rometty*

Spotlight
Do you know what a princeling is? Or how anti-bribery laws apply to hiring?
▶ Watch this video on the Foreign Corrupt Practices Act: Risk in HR

FOUNDATION

- Creating Irresistible Experiences
- Acquiring Key Skills
- Leading Core Practices
- Cloud & Cognitive

DISCIPLINES

- Learning, Leadership and Inclusion
- Employee Relations and Engagement
- HR Business Development
- HR Partners
- Talent Acquisition
- Compensation and Benefits (Coming Soon)
- Skills and Talent Management (Coming Soon)
- HR Transformation and Operations (Coming Soon)

Creating irresistible experiences

- HR's transformation
- Cloud HR platforms
- Reinventing HR with Cognitive & Digital
- Building a better workforce
- NPS

Acquiring new skills

- Design Thinking
- Agile Ways of Working
- Transforming Culture
- Growth mindsets
- People analytics & Data Science

Leading core practices

- Business acumen & consulting with internal clients
- Collaboration
- Coaching to Win



Thank You

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