5 Steps to
HR TRANSFORMATION
SUCCESS

salesforce

Introduction

The world has changed. Things are moving faster and people are more connected than ever before. Driving much of this innovation are the cloud, mobile, and social applications that consume our personal lives.

A significant byproduct of this change is a new emerging workforce – one that expects to use the same technology they enjoy in their personal lives during their workday. This group of employees is more diverse and complex than its predecessors, down to their skillsets, career goals, and geographic location.

But let's face it – this is nothing new. HR and business leaders already know their future depends on being able to adapt to the latest generation of workers. According to Deloitte, 90 percent of Fortune 1000 companies plan to replace their HR software with a cloud solution in the next four years. Still, questions remain. Why is this transformation taking so long? What's holding HR leaders back from modernizing their systems?

While upgrades can go a long way when it comes to remaking HR, there's much more to be done if you are truly going to meet today's employee demands. It's not enough to simply offer a differentiated experience; your staff also need to be engaged.

This e-book will take you beyond core systems of record and show how to successfully transform your HR department to deliver employee engagement. It will also help any business leader think about how to accelerate the HR transformation and meet their goals for appealing to the modern workforce.

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Determine Which Systems are Outdated

HR systems of several decades ago were built to simply automate, store, and manage workforce data. At the same time, employees only needed to interact with the tools and the HR department in general once or twice a year.

The role of HR has changed

Because the pressure is on for HR to evolve to meet modern demands, the department needs to take a hard look at the processes and capabilities it should now support. Systems that are stuck in the past will only result in less productive and unhappy employees.

If HR hopes to hire and retain the next-gen employee, it must adopt an entirely new way of thinking. This makes for an exciting time as HR now has a tremendous opportunity to move beyond record keeping, compliance and payroll, to also managing and growing talent.

New focus, new tools

HR should shift away from systems that only automate HR practices, such as compliance and payroll, and consider a new set of tools focused on engaging employees with mobile, social, and connected applications that allow them to work the same way they live.

The benefits of successfully engaging with employees, as well as keeping them engaged, are enormous. Not only will your workforce be happier, they will also more willingly invest time and energy into making the business more prosperous as a whole. A survey by Dale Carnegie found that companies with engaged employees outperform those without by up to 202 percent.

Jumpstart your HR transformation with social, mobile, cloud.

WATCH WEBCAST

" Actively disengaged employees cost the U.S. between $450-$550 billion each year in lost productivity. "

- Gallup's "State of the American Workplace"

How Legacy Systems Miss the Mark

- A lengthy on- and off-boarding process
- Poor support for mobile workers
- Lack of self-service
- A non-existent social media plan
- Errors on benefits and rights
- Limited resources
- Multiple systems for cases and benefits
- An unclear feedback process

Familiarize Yourself with Emerging Trends

With this huge shift in employee expectations, there's an urgency for HR to deliver the new technology their workforce wants. The challenge often comes in knowing which solutions need to be adopted and then executing these changes fast enough on the IT side.

Marc Solow, the HR Shared Services Practices Leader for Deloitte Consulting LLP, has been in the HR industry for 25 years. He works to help clients with their new HR delivery service models, including developing strategies and utilizing cloud technologies, along with process and organization redesign.

Below, Solow shares the recent trends he's observed in how companies are approaching their HR transformations and his recommendations as a result:

Integrated talent systems

According to Solow, the focus of many of companies has shifted to how they manage HR talent and the data around it. As a result, integrated suites of software have become the primary starting point and catalyst for HR transformation. These suites help companies get started with items such as security and compensation, but they are also just the beginning of the journey.

Differentiated HR service delivery

Many companies are seeing very different requirements across their workforce. What is a good fit for office staff and employees on the factory floor can differ dramatically from what works for sales and delivery people who spend most of their time on the road. Companies need to provide their staff with the ability to access HR via the channel that works best.

The preference for cloud-based HR solutions

Many on-premise solutions for application development are slower to change, and require upgrades and a dependency on IT. HR departments are discovering that in contrast, cloud solutions include automatic upgrades and can scale with their company, freeing up IT to build new business solutions, instead of maintaining the old.

Social and mobile process transformation

This ties back into the second trend and the need to differentiate HR service based on the workforce segment. Employees are typically more engaged when they can access HR information and get their questions answered through a variety of channels, including self-service, social, and mobile options. Deploying these technologies can also be cost-efficient for companies.

Specialized outsourcing that drives better outcomes

Instead of outsourcing the majority of HR services to a single partner, many companies are now being more strategic and moving to a best-of hybrid model combining a blend of insourced and outsourced services. And when they do outsource, these companies are seeking best-of-breed solutions to deliver higher levels of quality, and a better employee and manager experience.

Shared service operations evolving

Solow says that many of his clients have started to consolidate the processes of transactions through shared services. By doing so, they've found a better unit cost compared to paying someone to spend just half their time on items such as training, benefits administration, or compensation. This also frees up higher-paid experts to focus on the work they were hired to do.

Learn how to build HR apps from today's fastest growing companies.

WATCH WEBCAST

" 67 percent of employees say they are working with people from different departments. 57 percent work with colleagues in other locations. "

- Corporate Executive Board

How Salesforce Uses Salesforce to Delight Employees

Attracting and inspiring amazing people is the #1 priority of the Salesforce Employee Success team. How do they accomplish this? By fostering a more human, less corporate environment. This means empowering employees with mobile and social tools, built on the Salesforce platform.

Central to this endeavor is the ES team's innovative approach to providing 24/7 global support and services to thousands of employees, known as #dreamjob central. Employees can use this social hub to access information about benefits and compensation, systems and tools, and more. They can also share ideas and get answers to questions from ES specialists or by crowdsourcing.

Predictive analytics gathered from #dreamjob central help ES anticipate needs and proactively respond with things like related knowledge articles during peak periods. The versatility of Salesforce App Cloud means that throughout the employee lifecycle, Salesforce is able to build and use its own applications, from on-boarding and training, to recruiting and volunteering.

Chapter 3

Develop a Modern Strategy

With the diversity and complexity of today's talent, HR needs a fresh approach. Along with successfully managing the hiring process, HR also needs to find new ways to not only attract, but also retain and invest in the best and brightest.

The enormity of both endeavors often results in a critical need for applications that can offer support at whatever scale is needed. Creating a key set of HR apps, that manage everything from compensation, to internal careers, can be a huge advantage for companies looking to modernize and transform how they both hire and manage the employee experience.

Consider these strategies for success to steer your app development:

Be Flexible

Build your custom HR applications on a cloud platform that gives you flexibility, while providing most of the required framework. Salesforce App Cloud is built on multi-tenant infrastructure and metadata architecture. This means that not only do users automatically get three upgrades a year, complete with new functionality, but all of their customizations come right along with them.

Move Fast

Choose a cloud platform that offers the agility to rapidly iterate versions of HR apps in days, instead of months, thanks to an out-of-the-box toolkit. You should also be able to make any necessary updates and changes quickly. In this time of transformation, speed has become the new currency.

Connect Data

Huge amounts of data are being generated by everything from applications, to connected devices, to various systems. As a core asset of every company, making the right data available to the employees when they need it is a key to improving processes and productivity. Consider a cloud platform that is API first, so it's easy to connect any siloed systems and devices.

Think Ahead

While desktop applications may be all your current workforce needs, it's important to keep in mind how their needs may evolve in this rapidly changing environment. A cloud platform that allows for easy development of related mobile apps in the same framework will give you a head start when it comes to future apps.

Get Help

App marketplaces, such as Salesforce's AppExchange, feature dozens ISV apps for HR that can give your company a head start when it comes recruiting, learning management, and human capital management, just to name a few.

Get mobile app ideas for every department.

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" Three years is the average length of time millennials expect to stay with one company. "

- Bureau of Labor Statistics 2014

Customer Spotlight:

St. Joseph Health

David Baker, VP of IT for St. Joseph Health, recognized how mobile and social have become a way of life and set out to build a similar solution at the care organization. His goal: to increase collaboration and productivity for employees at 14 facilities in three states. From that vision, Staffhub, built on the Salesforce platform, was born. Keep reading to learn how:

Recognize employees need more

Of the company's 25,000 employees, only about 1,000 were considered users of the legacy intranet, 100 were active, and only four were categorized as "power users."

Make it a place people want to go

Staffhub has liberated data and info for employees, given users a personality, and encouraged interaction and collaboration across the business.

Get the business to buy in

To earn support, Baker focused on selling the vision of what a truly collaborative social hub could look like. He also emphasized just how big social media is in employee's personal lives.

Encourage executive support

Early on, Baker made a request to St. Joseph's executives that they try to log into Staffhub everyday. The result was VPs and CEOs becoming regular contributors, encouraging adoption company-wide.

Chapter 4
Ensure Your Employee's Success

With HR departments everywhere inspired to give their staff more innovative tools, the challenge for IT now is to find a way to get this done. The big payoff is happier, more connected, and more productive employees.

Here are four keys to building the apps your employees need:

Make Them Mobile
Employers are increasingly adopting a mobile-first strategy to meet employees where they are, which is often on their mobile device. In fact, the number of global smartphone users worldwide is expected to reach 1.75 billion in 2014. Build on a cloud platform that allows you to extend applications to mobile, with no code required.

Get Social
Some 73 percent of adults use social networking sites. Chances are your employees also want to interact this way at work. Implementing a company intranet, accessible via desktop and mobile devices, encourages a strong employee community and collaboration, no matter where your employees are located.

Iterate Quickly
Speed is the key to successfully innovating with apps in the enterprise. In order to compete and keep up with changing demands, IT must develop apps, and improve upon them, fast. Get working prototypes of apps built and released quickly. Use a cloud platform that allows you to gather feedback from employees, and quickly make changes and updates as needed.

Consider the UX
When building employee-facing apps, think about what the user experience should be. Today's worker doesn't want to go to multiple locations to find the answers they need. Consider blending HR, IT, travel, payroll, and more into a single support center, complete with single sign-on.

7 tips for building a mobile social intranet on App Cloud.

WATCH WEBCAST

" Only 11% of end users access business applications from the corporate office 100% of the time. "

- Cisco Global Work Your Way Study

Customer Spotlight:

Virgin America

Virgin America prides itself on shaking up the airline industry. A key to their success is a rich company culture that strives to take the same principles used for guest-facing products, and apply them internally. They needed a company-wide intranet that was consistent with their brand. With the help of Salesforce and Appirio, VXConnect was born.

These are their development best practices:

Go where your employees (heads) are

90 percent of Virgin America's employees do not sit at a desk. Every feature offered on a desktop version of VXConnect is also accessible on a mobile device.

Make it easy to use

Virgin America applied a consistent look and feel across VXConnect, and put extra effort into user design and experience.

Give them a hook

Virgin America moved their company-wide deals and discounts from an email blast to a special section on VXConnect as a way to encourage adoption.

Remain responsive and engaged

A group of community managers coordinate responses. The original reply remains for anyone to view so the same inquiry doesn't have to be answered again.

Chapter 5

Be Prepared to Recognize the Signs of Success

The companies that not only recognize that employee expectations have changed, but also adapt to meet these demands, are seeing a more engaged and productive staff, plus numerous other benefits. According to Gallup, the 30 million engaged employees in the U.S. can be credited with most of the innovative ideas out there and most of a company's new customers.

And that's not all. Gallup also finds that happier employees lead to happier customers. In fact, when organizations successfully engage both their staff and their customers, they experience a 240% increase in performance-related business outcomes. These and similar stats are all benefits of a successful HR technology transformation, broken out below.

Enhanced Employee Experience

Employees are able to access HR solutions via seamless integration between cloud solutions, such as Salesforce, an HR Portal, and Workday. They can also use single sign-on for all three. Offering this experience empowers employees and helps them find what they need easily.

Multichannel Support

This comes down to meeting employees where they are and on whichever channel they prefer to use in that moment, whether it be more traditional choices, such as telephone and email, or newer tools, such as social, mobile, and live chat.

Centralized Case Management

Employee data, support cases, and knowledge management are brought together in one place resulting in more comprehensive real-time reporting. Faster, intelligent service such as this helps to increase employee retention and satisfaction.

Streamlined Service Center Processes

Standardizing both processes and roles across the broader organization, and building out custom apps, increases consistency and visibility. It also helps employees complete their daily tasks in a more efficient manner.

Centralized Repository Management

Cases, knowledge articles, and email communications are easily found in one location. Search and visibility can be privatized and limited based on employee's access level. This makes it simple for an employee to find what they need to know. Meanwhile, sensitive information is protected.

Reduced Turnaround Times

With a successful technology implementation, including a deployed queue management and workflow, turnaround times can be effectively reduced. Predictive analytics help agents anticipate and fix potential problems before they happen.

Better Service Level Management

The transparency of an HR organization can result in more effective service level management. In addition, new agents can be easily trained because processes are documented so well. After all, your HR service agents are employees too, so it's important to also keep them happy and engaged.

Learn how to accelerate app dev with huge ROI.

DOWNLOAD NOW

" Engaged employees are also 21 percent more productive. "

- Gallup's "State of the American Workplace"

Conclusion

The fastest-growing companies are using Salesforce to revolutionize employee engagement and supercharge their HR transformations. By leveraging the #1 enterprise cloud platform, Salesforce App Cloud, organizations can create a targeted solution that goes well beyond core systems of record to meet the needs and expectations of the modern employee.

Salesforce's HR Solution for Employee Engagement includes:

HR Help Desk - The Salesforce Service Cloud allows companies to provide personalized support at scale and offers 24/7 access to answers and knowledge for your employees that is instant, personalized, and effortless – all with built-in analytics to allow HR to manage and track their progress over time.

Company Wide Collaboration - Leverage the Community Cloud and App Cloud to create social intranets that connect your entire workforce and help them better communicate. Give your employees apps that enable them at work and make them more successful, as well as help them manage their time-off, performance, and learning.

Custom Mobile Apps for HR - Empower HR with engaging, mobile-first productivity apps, built on App Cloud. IT can develop and deploy apps that help HR recruit, manage, engage, and retain today's top talent. Salesforce's 2014 Voice of the Customer Survey found that a learning management system app is the #1 HR app of interest.

With App Cloud's thousands of APIs, you can also extend investments in legacy HCM and HR platforms by building a social and mobile agility layer. Plus, Salesforce's HR Solution for Employee Engagement solutions are flexible enough to change tomorrow as your company and employees grow and evolve.

ANOTHER RESOURCE YOU MIGHT LIKE:
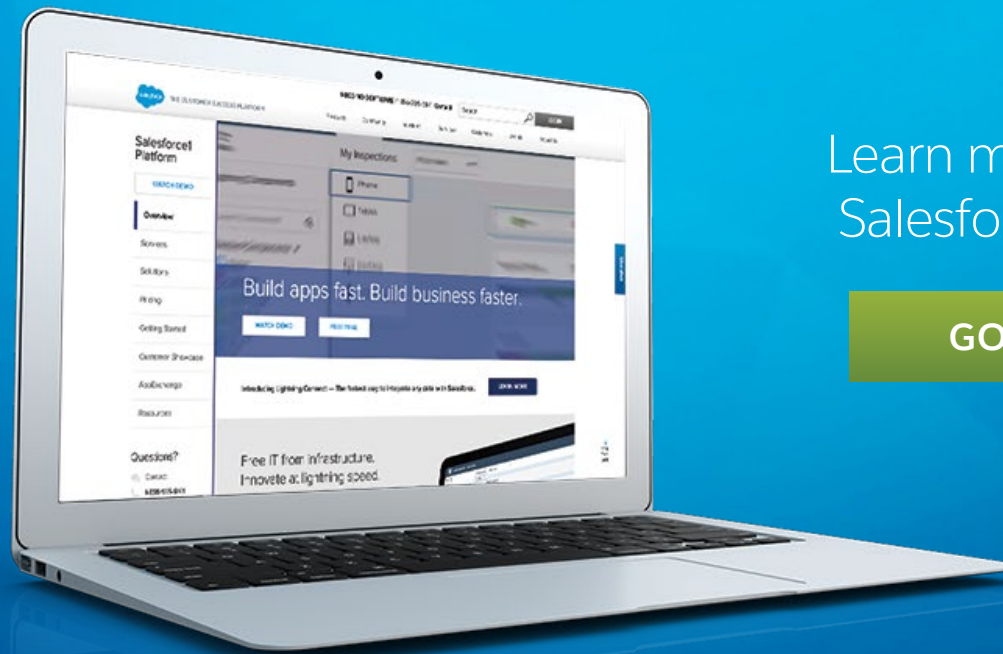
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Salesforce for HR

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