6 ways HR can create an engaging and personalized experience

People Solutions

Across industries, HR departments are subject to an array of stereotypes, from the complaint center, the benefits specialists, to the hiring—or firing—department. Whatever image comes to mind, "traditional" HR serves as a place to go for help with a person to interact with. As new technologies like artificial intelligence (AI) and machine learning are used to automate HR processes, many employees fear that personal connections are falling to the wayside, leaving employees to deal with cold machine user interfaces—instead of the human touch that gives HR its appeal.

Here are six ways HR can create a more enjoyable and personalized experience by leveraging the latest HR digital tools for workforce management and optimizing talent.

1. Find the right candidates

With the rise of hiring analytics and big data, HR departments can more effectively and efficiently match a particular candidate with the job opening that requires a specific skill set. Just as Netflix's algorithm can identify and suggest content based on a viewer's past preferences, HR leaders can utilize cloud-based software solutions to access talent potential and determine the best fit for each role.

2. Use predictive data analysis to improve hiring

It's up to companies and HR leaders to responsibly deploy predictive talent technology and identify the best candidates without bias. One way to ensure accuracy is to program HR software to not account for irrelevant characteristics for a job, such as facial expressions or spoken word clusters. With the ethical deployment of these technologies, HR departments can greatly improve and speed up the job search process for both candidates and recruiters.

3. Invest more time in talent development

The stark reality is that organizations that fail to invest in new technologies (including artificial intelligence and machine learning capabilities) are doing their people a disservice. According to the World Economic Forum's Future Jobs 2020 report, it is estimated that by 2025, 85 million jobs may be displaced by a shift in the division of labor between humans and machines, while 97 million new roles may emerge that are more adapted to the new division of labor between humans, machines, and algorithms. The focus therefore needs to be on proactively evaluating opportunities to empower people and technology together in a way that maximizes productivity, creativity, and strategic return.

4. Accommodate massive workforce shifts

Research from the World Economic Forum (WEF) finds that half of all employees around the world need to upskill or reskill by 2025 to embrace new responsibilities driven by automation and new technologies which is why HR leaders need to put greater emphasis on developing their most important asset: their people. By automating several routine HR functions—whether it's employee onboarding, performance appraisals, timesheet tracking, benefits enrollment, or payroll, just to name a few—companies can free up their employees' time, allowing HR specialists to focus more on the development of training programs to prepare their employees for the challenges they will face in the modern, AI-infused workforce.

5. Create a "win-win" for employees and employers

By implementing robust, digital human capital management tools, companies can help their HR leaders make data-informed decisions about their workforce. Cloud-based solutions that encourage regular check-ins and engagement reviews allow employees to provide continual feedback with their managers, whether it is identifying which project they most enjoyed or the tasks they detested. Ultimately, having greater visibility into the entire employee life cycle and the nuances of day-to-day activities allows companies to make better people decisions by placing the right people in the right departments and helping employee careers evolve as they grow.

6. Make the HR experience more human

While it seems counter-intuitive, making HR departments more high-tech makes HR more human by delivering a personalized experience. This is due, in part, to the fact that automating tasks allows for HR professionals to focus on meaningful conversations and interactions with employees. As emerging innovations in AI, big data, and cloud technology continue to disrupt the workforce over the coming years, companies that leverage these offerings will greatly benefit employees by matching them to the right roles, develop the right skills over time, and provide the personal attention they deserve. Human interaction will never become completely obsolete. In fact, it has become more important than ever—and modern HR technology is making it thrive.

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