



THE HR DIGITISATION RACE: YOUR KEY TO DIGITAL SUCCESS

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Every business is a software business. Paper was a revolutionary product and gave birth to millions of monopolies all over the world. It shaped the world as we know it today. However, all good things must come to an end.

Similarly, with competition at its peak, good companies which fail to capitalise on latest trends will fall behind and soon perish.

The marketplace today is strictly digital or pushing towards it. Studies show 72% of the community wants a digital marketplace. Unfortunately, data also reveals very few are actually ready for this change. The White paper organisations must change, evolve their recruitment and management process to meet the urgent demands of the rapidly digitised world.

A successful company of the future will be efficient with their data, look at statistics and make the workplace easier for everyone involved. The data will be used to drive growth and create unique business models that improve business. From giant conglomerates to tiny start-ups, the race to go digital is in full swing. Companies are hoping to foster a sense of agility, creativity, and freedom which was never possible with a white paper set up.

WHY SHOULD YOU DIGITISE YOUR HUMAN RESOURCE?

It's true that millennials are different from the past generation. They have ready access to technology the previous generations never thought about. Naturally, they are better at using tech. This has led to a common misconception that tech is for the youth. Though tech is most widely appreciated by the young, it isn't limited to anyone.

Any age group can access tech and have an easier time doing things. While today's youth won't understand the pain of a desk full of papers or a slow internet, everyone can benefit from the move to a digital future. Digitising the organisation makes things simpler, even when it may involve some investment in the present.

Improves Employee Experience

Employees are probably the most integral part of an organisation. They are the wheels that drive an organisation forward. A happy employee will, in turn, lead to a happy customer. Digitisation has revolutionised customer experience. An interaction between a customer and an enterprise includes a social media aspect; for example, the customer might never buy from you but may still be a fan of your product.

Digital media will drive the same level of engagement between the employee and the employer. A digital workplace makes for a more collaborative and independent workplace, which boosts morale and drives performance. The employee experience is a staple to growth and creating an internal social aspect is one way to improve worker experience.

For example, an email might be the way to go for most HRs but a video message doesn't hurt. A video message creates a form of intimacy that's hard to replicate via emails.

Promotes Workforce Mobility

In the 1990s, visiting a corporate office would give you a much different impression from today. Everyone dressed in ties and concentrated in their small cubicles staring at a bulky monitor.

A workplace today is clean and interactive. A water fountain is a place for chitchat. People don't sit in cubicles but have desks that make interactions possible. Companies have a huge lobby where you are bound to run into employees from other departments.

For companies with offices all around the world, digitisation can also promote a sense of community. Companies are moving towards a virtual workplace and technology is a core fundamental to this phenomenon. No matter where you are from, you can just log in and have a conference from anywhere around the world. Not to mention, remote workers have lower stress levels, display better performance.

Gamifying the Workplace

Fun activities are a great way to keep kids engaged in schools. They keep their stress levels low. They are a welcome change from the bookish classrooms and help foster the bond between classmates. Similarly, in the corporate world, gamification is quickly taking its place as part of the employee

experience. Getting a small discount on a purchase or getting reward points for some fun activities is always a fun to have.

The small badges or designations really boost our morale, it enforces a sense of family which was hard to achieve beforehand. With digitisation, it is super easy to keep track of millions of people. Streamlining important processes has helped us expand and create more engaging systems, things that would never have been possible without technology.

Now, companies aiming to promote employee welfare are trying to infuse the gamification element in their workplace. Gamification improves engagement and employees' experience. And it is surprisingly easy to fuse gamification with work.

For example, most employees must complete different compliance tests and activities. Firms can award achievement levels and badges for quicker work and top performers, which can be showcased to all employees. So instead of just finishing the job, they would want to be the best at it and get the job done quickly and efficiently.

CHALLENGES TO DIGITISATION

Technology is a boon for the modern world with its tremendous potential. However, the conventional pessimists think differently. The argument that tech can make us less productive because of the distraction element is viable but not today. If an employee wants to be inefficient, he doesn't need a device or excuse to be so. There are multiple ways to be unproductive. But for a diligent employee, it can increase productivity ten folds. Orthodox thinking like this has led to stuttered growth in some departments.

Digitisation also comes with a risk of over digitisation. Sometimes, automating every process can make it robotic and take the compassion out of work. Greeting your employee with an email might be great, but handing a termination letter via email is a disastrous scenario and horrible PR. There are some areas where we need to tread lightly. Human beings are social animals and taking it away from them is never good for the organisation. Technology is an enabler and not a replacement. Hiring employees via an integrated software is not right.

Smart automation and creative digitisation is a boon but the same can be a curse in many instances. It is ultimately up to us to decide how we move forward with digitisation and shape our destinies.

