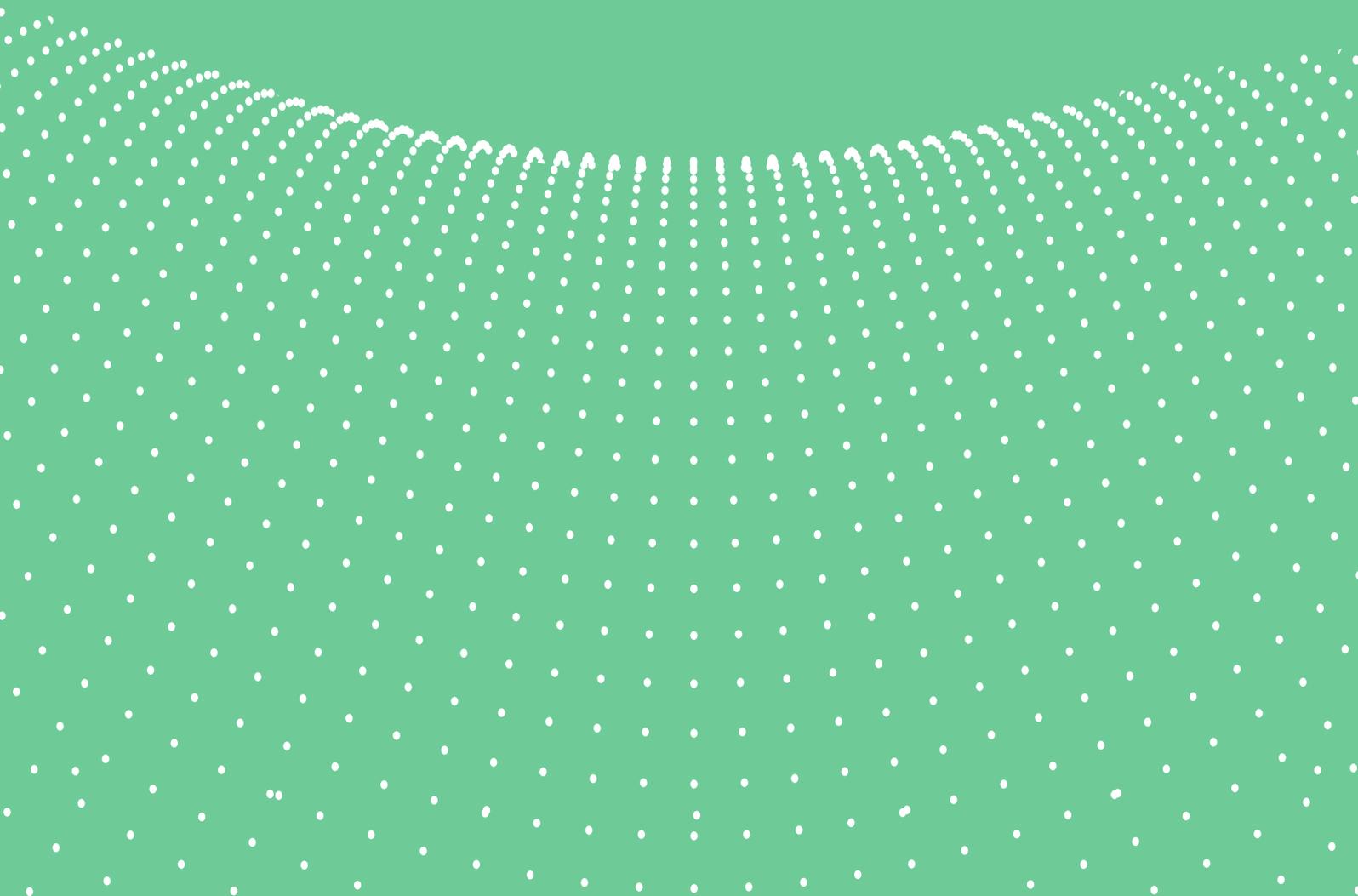
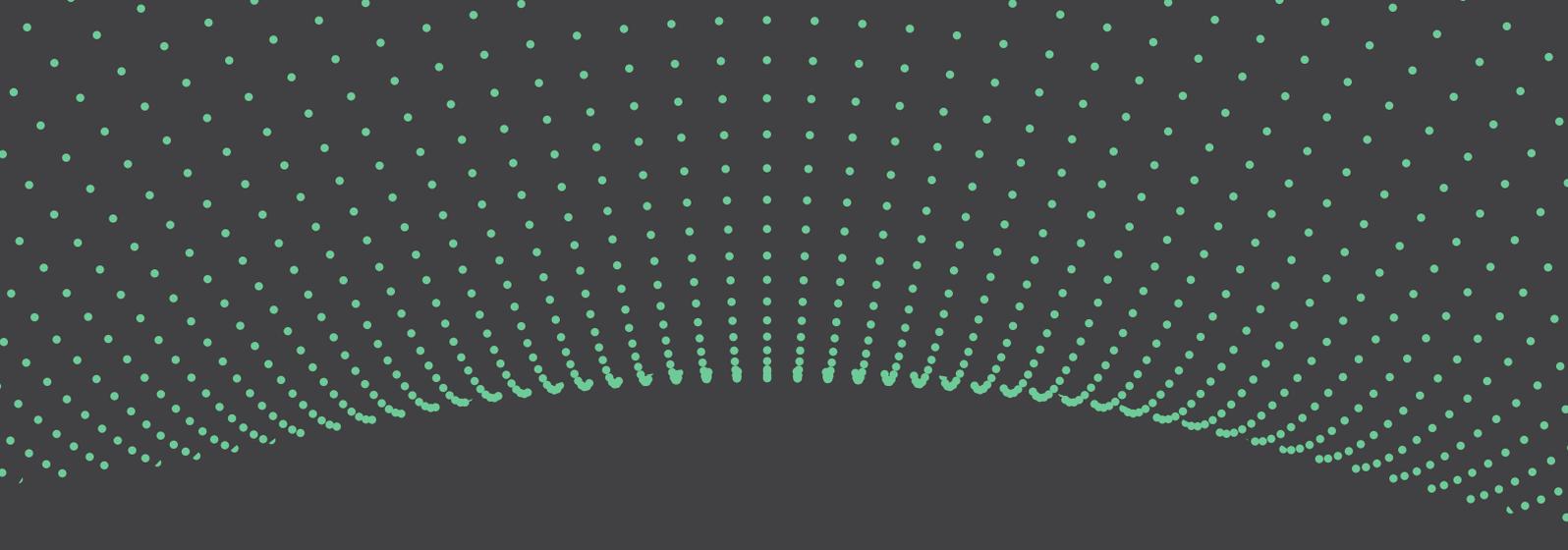


# 4th Latin American HR Tech Study Results





# Introduction

There was once a reality where organizations were composed by closed ecosystems, isolated from the rest of the world, where following a certain amount of rules guaranteed a job for life. Academic degrees and the institution where they were obtained was the only predictor of performance, hierarchy ruled and Communication was rigid from the top to bottom. Until the day the digital tsunami changed everything: Every second 900,000 people access Facebook; 452,000 send a tweet; and 3.5 million search for something on Google.

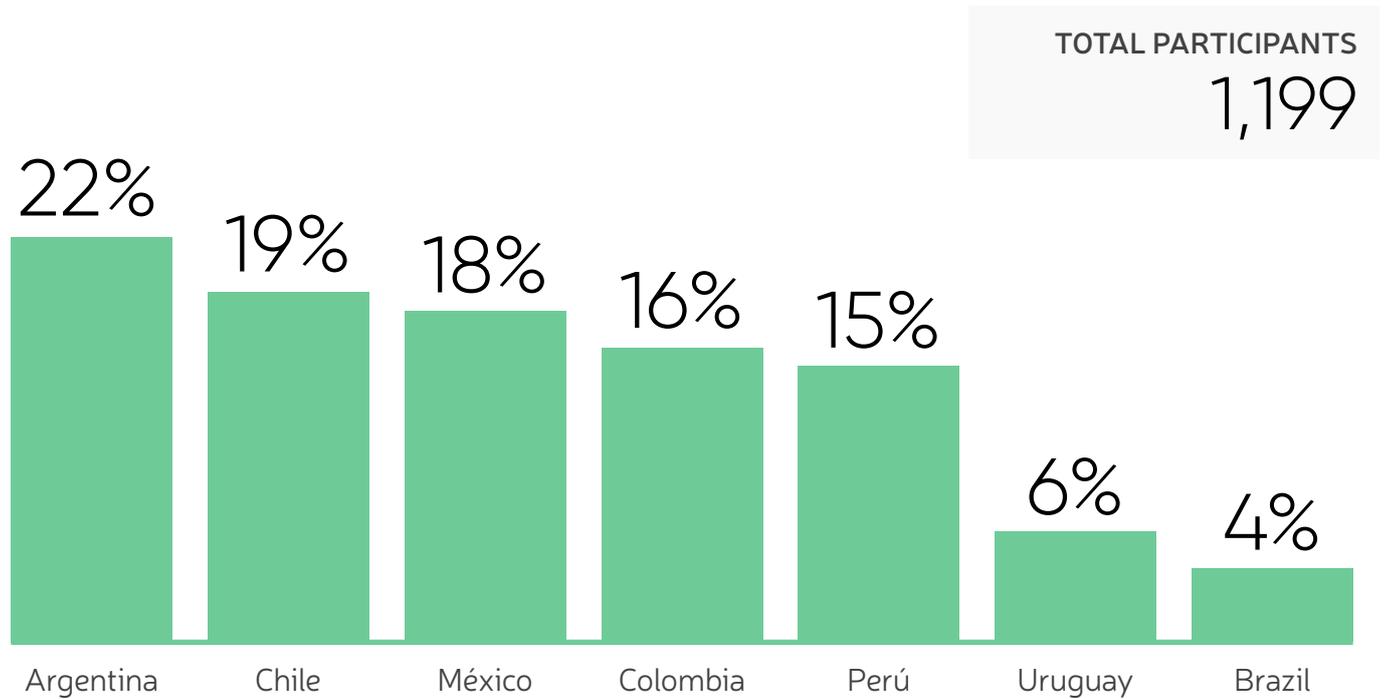
Each function of Human Resources today can be reinvented with technology: Communication becomes more effective and efficient through applications, data is obtained quickly and reliably thanks to analytics, productivity and commitment are enhanced thanks to channels that are strategically adjusted to the needs of collaborators, the barriers of distance are broken promoting collaborative and flexible work. These are just some examples.

But is Latin America using the full potential of HR Tech?

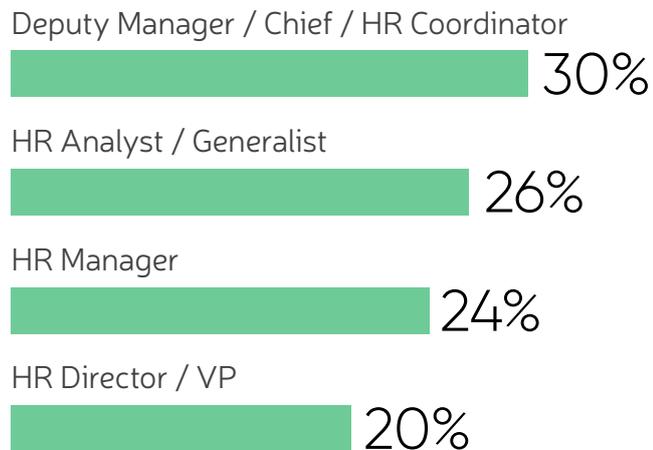
Coming up next we present the current and future state of HR Tech in the region.

## ABOUT THE STUDY

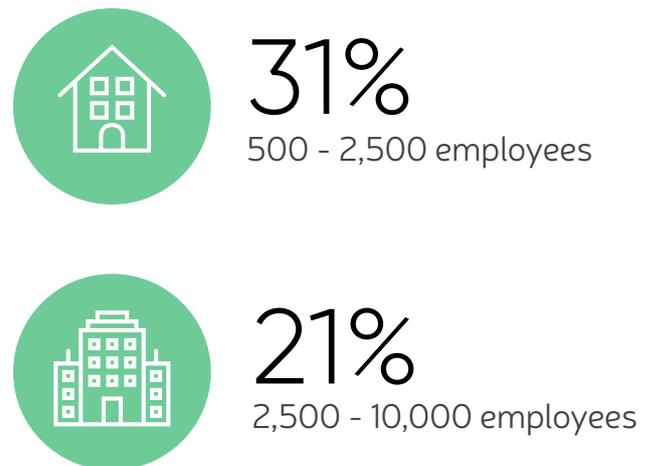
At the beginning of 2018 we conducted a study in Latin America **where 1,199 Human Resources professionals participated**. Through 16 questions, that were answered online, we discovered some surprising facts:



### Position

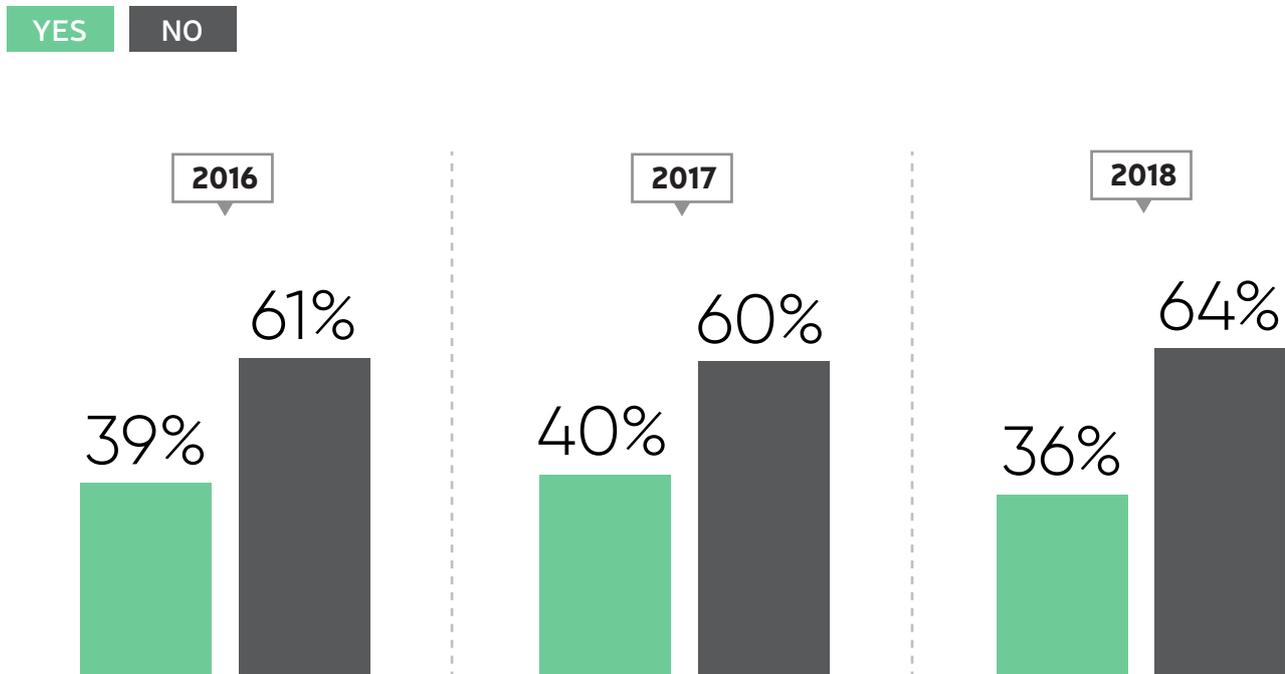


### Size (number of employees)



# A STRATEGY IS ESSENTIAL TO MAXIMIZE THE LONG-TERM VALUE OF HR TECH

## Formal HR Tech Strategy



Digitization has driven Human Resources to transform itself from a mere administrator to a senior strategic partner, however this year we observe a slight drop in the regional percentage of the existence of a formal technology strategy for Human Resources.

They are times of change and uncertainty may be paralyzing some, it's important to consider that the key factors to achieve a successful Digital Transformation are found in the promotion of skills and productive habits aligned with the organizational objectives, industry and workforce demography.

# HR TECH STRATEGY AND ITS IMPACT ON HR OBJECTIVES

In this 4th version of the study we asked about the fulfillment of Latin American companies HR and corporate objectives in order to understand the impact of a formal HR Tech strategy on these indicators.

## HR objectives were met or exceeded



Human Resources objectives that were met the most are generally linked to cost reductions, productivity and optimization.

As seen in the graph, it's a challenge to manage the softer aspects of HR such as Employee Engagement and Experience because of the changes we are experimenting thanks to phenomena such as digitization, workforce diversity and the impact of automation and robotics.

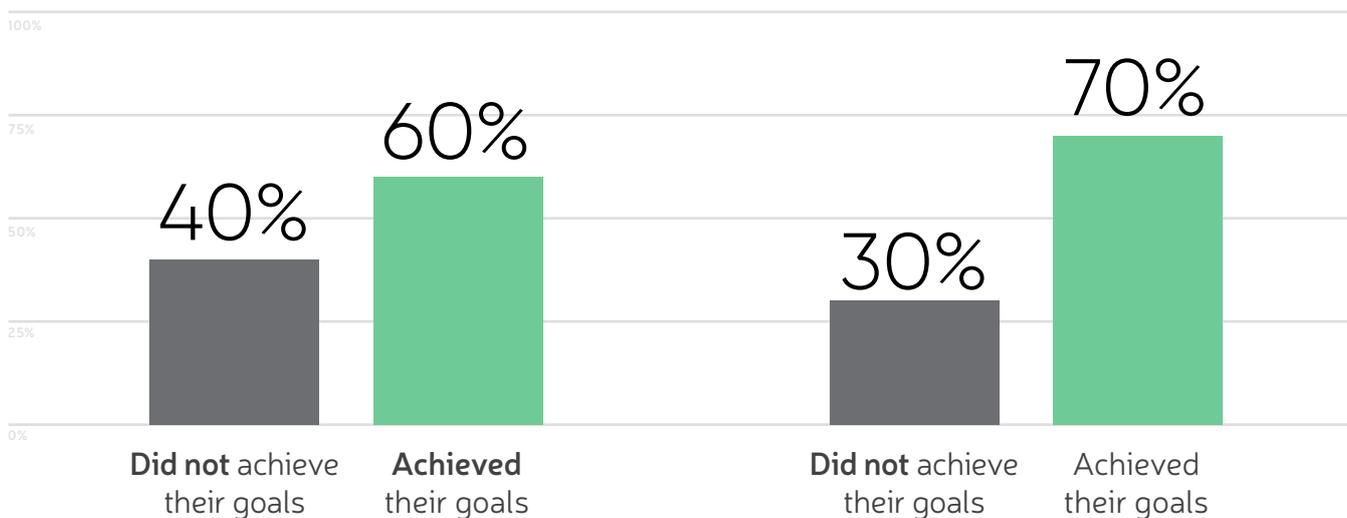
It involves changes in strategy, structure, processes, and especially in the organization's culture. All these changes need to be implemented strategically since improvements in Engagement, Climate, Communication Internal and Culture are catalysts of corporate management objectives such as Cost Reduction, Productivity and optimizations in general.



**Formal HR Tech Strategy**



**Formal HR Tech Strategy**



In this year's survey we can observe that 70% of the companies that have a formal HR strategy met their objectives, 10 percentage points more than companies that do not have a formal HR Tech who only fulfilled 60% of their objectives. These results reinforce the importance and impact of a HR Tech strategy in achieving the objectives. Without a doubt, to make decisions aimed at creating long-term value it is necessary to have a formal strategy to incorporate technology.

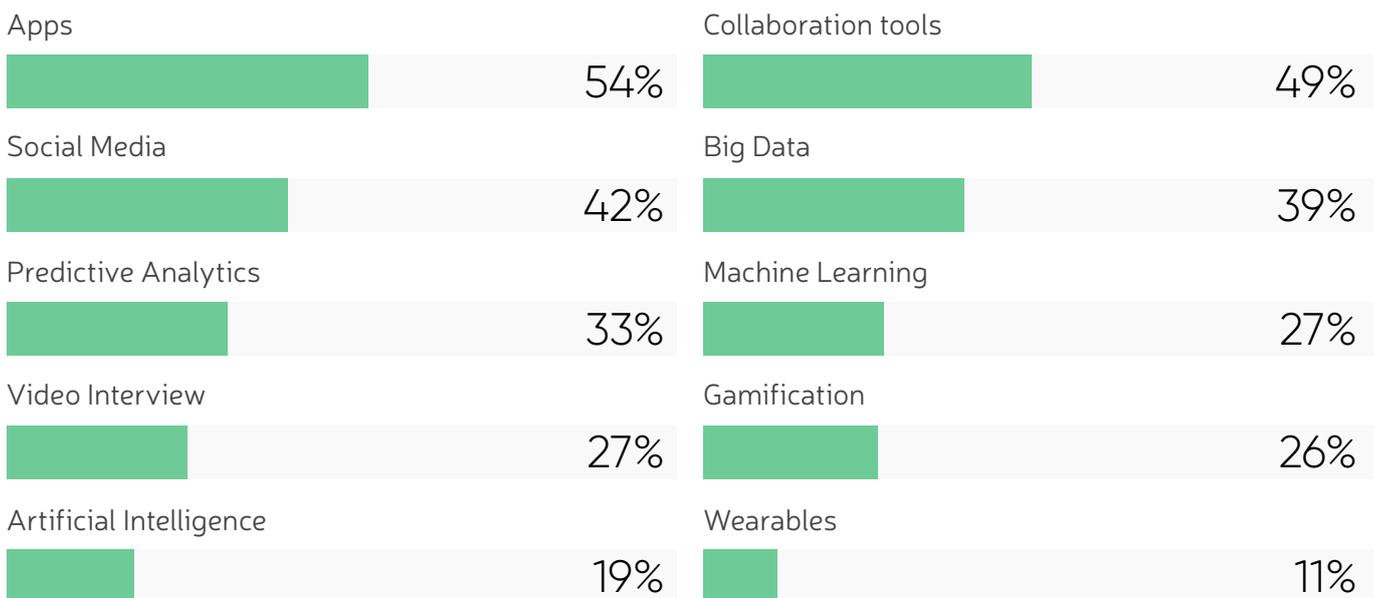
**A great opportunity for Human Resources leaders to stand out as a Change Agent.**

# SMARTPHONES, THE HR TECH CATALYST

Most people in Latin America and the world have smartphones, an excellent means of access to execute the different HR processes, allowing collaborators to access the different platforms of Human Resources, facilitating remote and flexible work.

Being able to connect, view information, edit and complete tasks remotely, from anywhere, through a smartphone, is something that *Millennials* and the generations that are entering the workforce expect in a organization.

## Perception of the utility of HR Tech



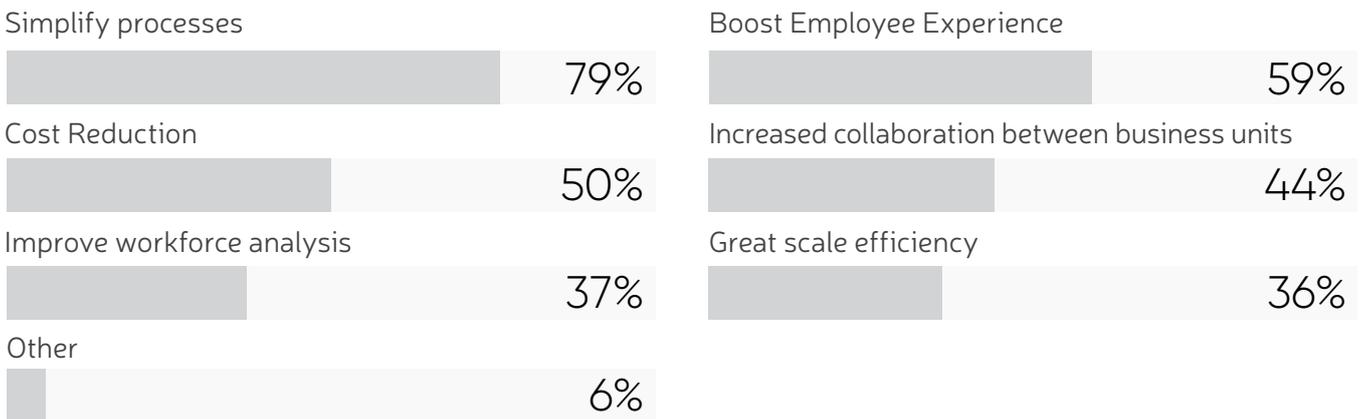
Clearly, mobile applications is where Human Resources professionals see greater utility, but also collaboration and interaction with co-workers is something that can contribute a lot through social platforms. And undoubtedly, the data they provide for deep analysis, whether predictive or descriptive, is very useful for HR management.

# A GREAT OPPORTUNITY FOR HUMAN RESOURCES LEADERS TO STAND OUT AS A CHANGE AGENT

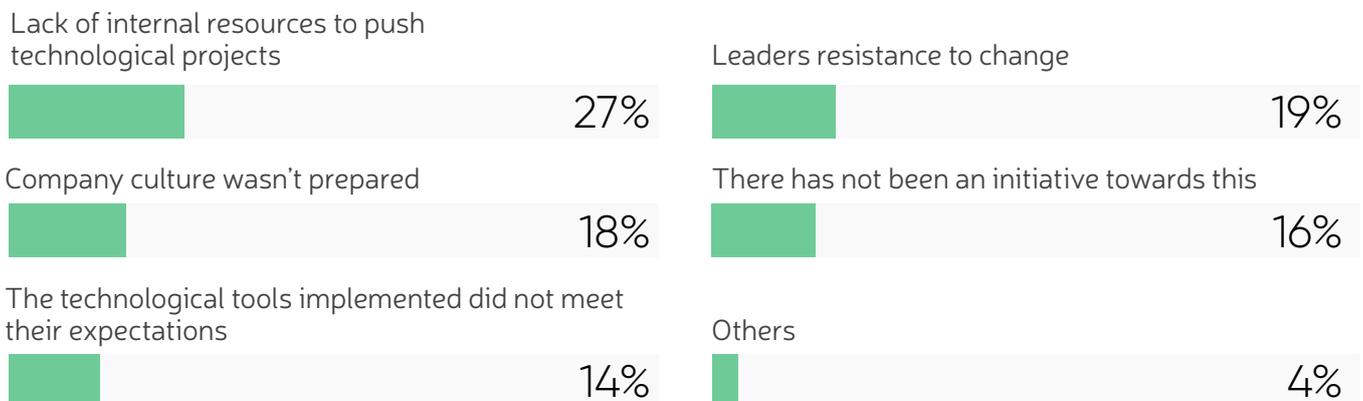
In a near future more and more organizations will have fewer fixed structures and more remote workers in multiple locations thanks to the rise in connectivity, increasing the incorporation of digital natives to the workspace universe and robotization of certain functions.

The survey displays that the main objectives are aimed at meeting these needs and empowering to collaborators through simpler processes and a better experience.

## Main HR Tech Objectives



## Challenges for HR Digital Transformation

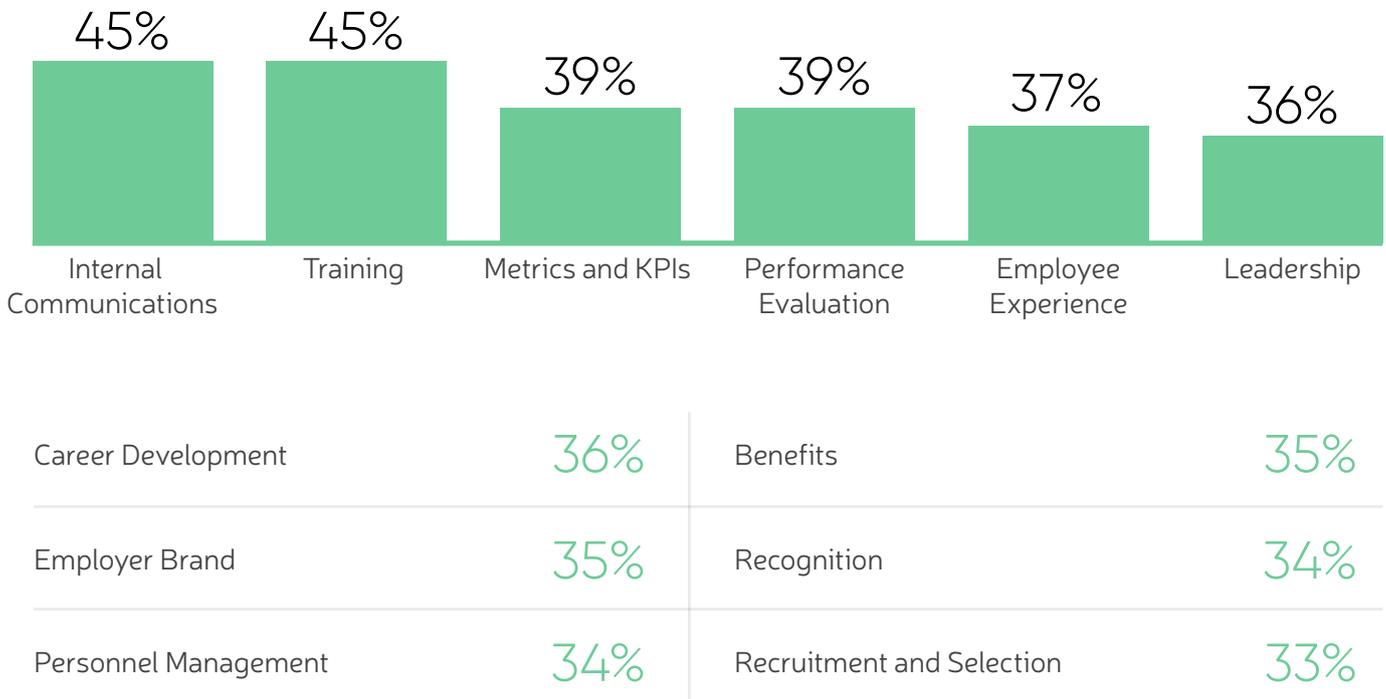


HR leaders must demonstrate the importance of these technologies to not only reduce time and costs, but also to deliver fundamental and accurate information about employees such as their performance, productivity, satisfaction and commitment. **Today the best leaders in the HR industry not only react timely and effectively to change but they go further and act as agents or evangelizers**, guiding collaborators and to the whole organization to adapt to the social and economic aspects of a dynamic market.



# THE FUTURE OF HR TECH

## Increase of HR Tech investment in 2018



A strong increase in investment in technology **is expected to enhance Internal Communication, Training and Management of HR Metrics.**

For companies to maintain their position in the market or gain a competitive advantage they need to change constantly. Incorporating new strategies and tools to help improve and increase productivity. The growing global competition and accelerated technological advances foresee a continuous need for change, a scenario that increases the necessity of Human Resources leaders to act as Change Agents in order to soften the transition and incorporation of new technologies.

## Main errors when deploying HR Tech



29%

Inadequate  
planning



28%

Lack of clarity  
when defining project goals

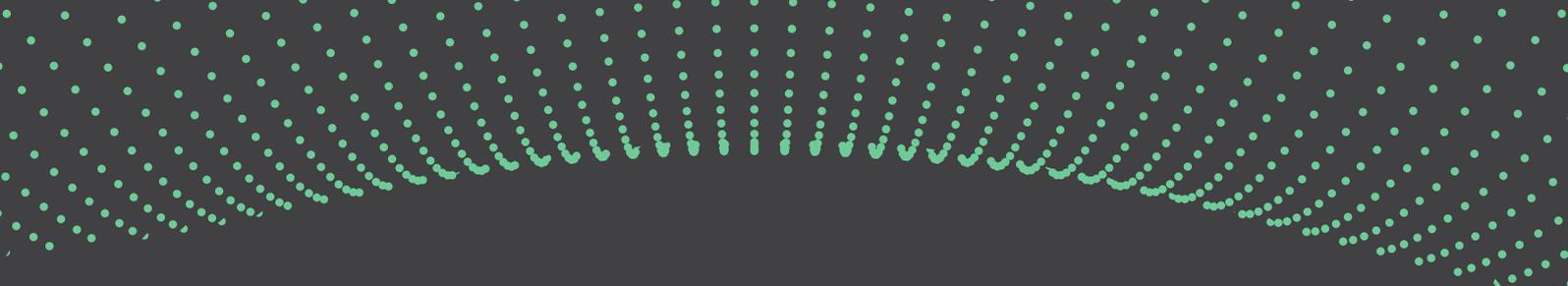


24%

Lack of support on behalf  
of senior management

1 out of 3 projects failed due to bad planning, followed very close by the lack of clear goals (something that is also part of the planning process) and finally the support of the leaders.

It's necessary to adopt transformational leadership and a commitment to change. Human Resources leaders must be in tune with the employee skills and know how to channel their talents to achieve a positive transformation and create a sense of urgency that challenges the status quo.



## Conclusion

To get the most out of technology and boost People Management in Latin America, HR must be like water: powerful, adaptable and always changing.

The role of the HR leader is one of great influence that, as a Change Agent has the power to stimulate and motivate collaborators despite the challenges, setting the pace for the entire company to achieve success in times of transition.

Being static in a dynamic world like the one we inhabit is a recipe for disaster. If we can not adapt, we can not succeed. Our three-dimensional reality and everything it contains, is in a constant state of transition. *Statues don't succeed, they just sit still.*

Organizations today are adapting to the way people communicate in their personal lives, and HR Tech is the great engine that is driving this cultural change. For HR managers in Latin America the challenge, then, is to adopt these technologies as soon as possible to strategically meet employee needs and be competitive with market expectations.

Given the current levels of use of technologies that exist in Latin America, whether they are mobile apps, social networks, collaboration, among others, it's essential that HR incorporate these trends in a more strategic and deeper way, to not only affect productivity and costs but also to enhance the Commitment, Employer Branding and Talent Retention.

# About GOintegro

GOintegro is the leading Employee Engagement platform in Latin America. It integrates, in one place, solutions that simplify the operation of initiatives related to Communication, Recognition, Benefits, Rewards and Incentives.

More than 500 companies, from 100 to 100,000 employees, use GOintegro day by day to boost organizations Digital Transformation.

REQUEST DEMO

[gointegro.com](https://gointegro.com)