

THE DIGITAL ASSISTANT SURVEY:

How direct dialogue is becoming the new way of engaging with HR technology

53 ORGANIZATIONS

19 INDUSTRIES

NORTH AMERICA

August 2018

Traditional approaches to enterprise technology are no longer working

68%

of HR leaders say employees and managers at their company are frustrated by outdated workplace technology

51%

say this impacts their ability to attract top talent

55%

say this impacts their ability to keep top talent



What will break the cycle?

66% of HR leaders say the #1 most important characteristic workplace technology should have is the **ability to make people's lives easier**

A conversational interface can simplify and engage

In order of priority, what value would a digital assistant bring to HR technology?

Create a great employee experience

Automate simple tasks

Save HR time

Save employees time

Generate data

In order of priority, what HR processes would ideally be digital assistant-enabled?

Employee and manager self service

Simple onboarding- e.g., new hire FAQs

Simple tasks- e.g., time entry

Learning

Guiding complex decision-making

The greatest perceived barriers to adopting an HR digital assistant are:

1. Concerns that employees won't trust the **accuracy of the output**
2. It may be **too different** from how people currently engage with HR technology



Things for HR to consider

The changing role of technology at work

The view of enterprise technology is shifting from tools that meet the needs of the organization to tools that **enable people and facilitate productivity**

The individual-level impacts of digital assistants

Adopting digital assistants that enable people to dialogue directly with technology is a key way to make their work lives easier and **improve their employee experience**

The mindset shift that will move us forward

Forward-thinking HR leaders recognize the value conversational tools can have as **true virtual assistants** across tasks and processes, giving them a competitive edge in engaging tomorrow's workforce