

4 TRENDS IN HUMAN RESOURCES OUTSOURCING



From human resources to human relations

The Fourth Industrial Revolution is already here, driven by an increase in automation – enabled by rapid innovations in robotics, artificial intelligence and smart technologies. This revolution is complemented by the rapidly changing workforce demographics, which also means the workplace will no longer hold on to traditional job definitions, progressions or roles. Transactions that have been facilitated or managed by HR would be either self-served, automated or simplified. The Human Resource organisation of the near future, will play a central role in this metamorphosis - playing different roles of enabler, catalyst, change agent, counsellor – and establishing a personal connect with each and every employee in the organisation.



Getting personal

With an extremely diverse demographic mix, interests, and varied degrees of performances across the employee base, there would be an increased need for HR to tailor messaging and services. It would mean micro-segmentation of employees and creating an 'n=1' experience. This would include articulating the employer value proposition, job descriptions, feedback and trainings. This would also mean HR would have to build on tactics to leverage social media, not just as a broadcasting tool but as a listening tool, thereby creating established channels of greater employee engagement.



Scaling the maturity-ladder of people analytics

All HR organisations analyse and interpret data. The true power of this data will be unleashed only if it provides a comprehensive, 360 degree actionable view of the individual, teams and talent for both the new recruits and the organization as a whole. With powerful data analysing platforms and AI based learning mechanisms, it would be possible to achieve that and much more. Some examples include creating a 3-dimensional employee persona- link instead of a 2-dimensional data records view, and then leverage this understanding to create contextualised and personalised experiences for employees; using insights to attract talent instead of chasing talent; develop talent-pipeline for the future instead of training them and pre-empting employee queries before they manifest.



Embracing speed and simplification

With the rapidly changing landscape, be it around technology options such as ERP based HRMS, to point solutions, cloud based solutions or the changing socio-economic-political scenarios, time for devising long strategic roadmaps and implementing them is continuously shrinking. Hence HR needs to adopt newer approaches to simplify work-life integration, prioritising urgent business needs, experimenting, and prototyping and implementing quickly.