What Did that HR Tech Salesperson Say?

SHRM Annual Conference – June 2014

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Presenters

Trish McFarlane

VP of Human Resource Practice/ Principal Analyst
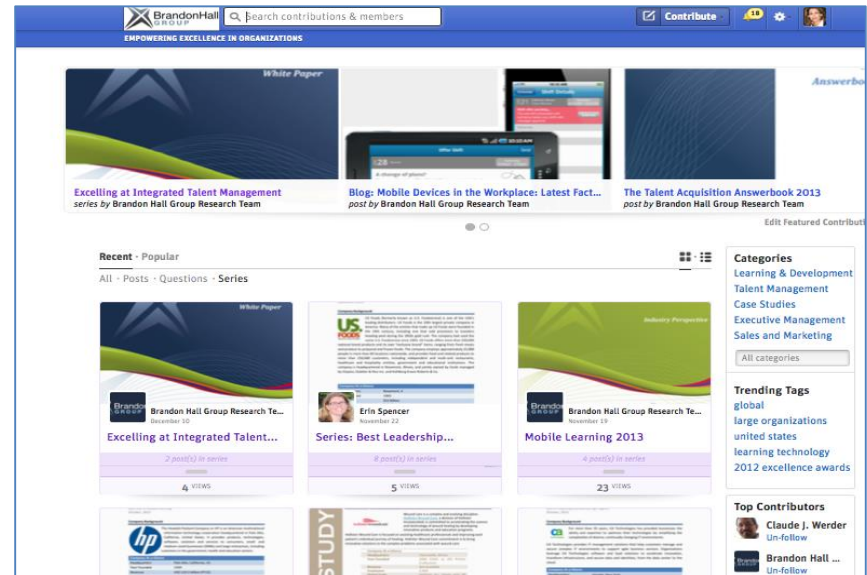
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Steve Boese

Co-Chair, The HR Technology Conference

LRP Publications

About Brandon Hall Group
"Empowering Excellence in Organizations"

A preeminent research based advisory and analyst firm.

- Established in 1992
- Nearly 200,000 subscribers
- Over 10,000 clients globally
- Memberships and Research

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Housekeeping

We encourage you to tweet during the session.

- #SHRM14
- @SteveBoese
- @TrishMcFarlane

Session Evaluations

Today's Agenda

1. Classic HR tech purchase process steps
2. What did the HR tech salesperson say?
3. A Framework for better tech purchase decisions
4. Breaking down the process
5. Implementation Tips
6. Wrap-up
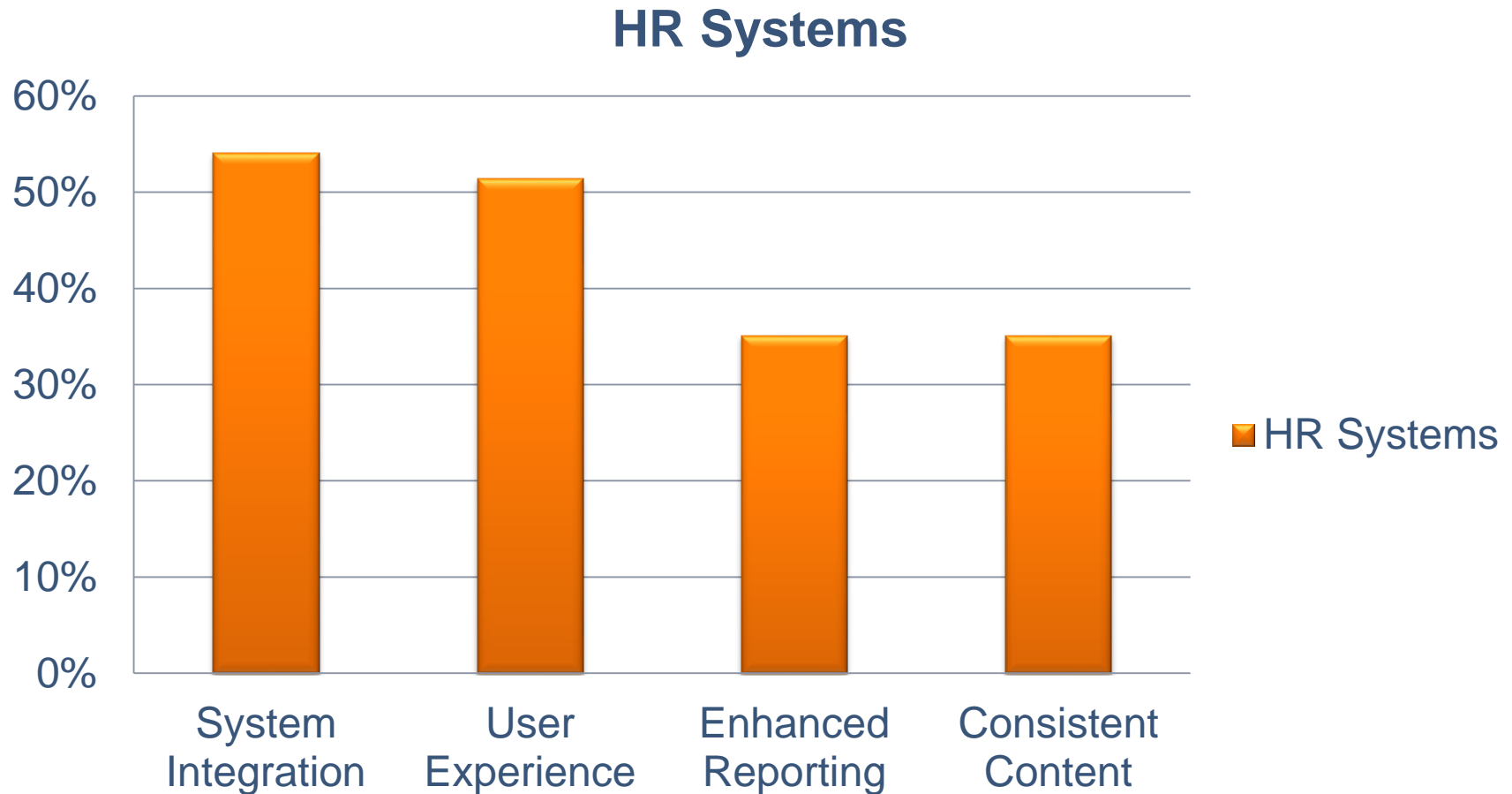7. Q& A

Organizational Needs Today vs. the Future

Strategic

- What issue are you trying to solve?
- What is the future-state vision?

Tactical

- Compliance
- Talent Enhancement

Why Organizations Change HRIS System Providers

HR Systems

A bar chart showing percentages for HR Systems:
- System Integration: ~54%
- User Experience: ~51%
- Enhanced Reporting: ~35%
- Consistent Content: ~35%

Why Organizations Change Talent Management System Providers

Talent Mgt
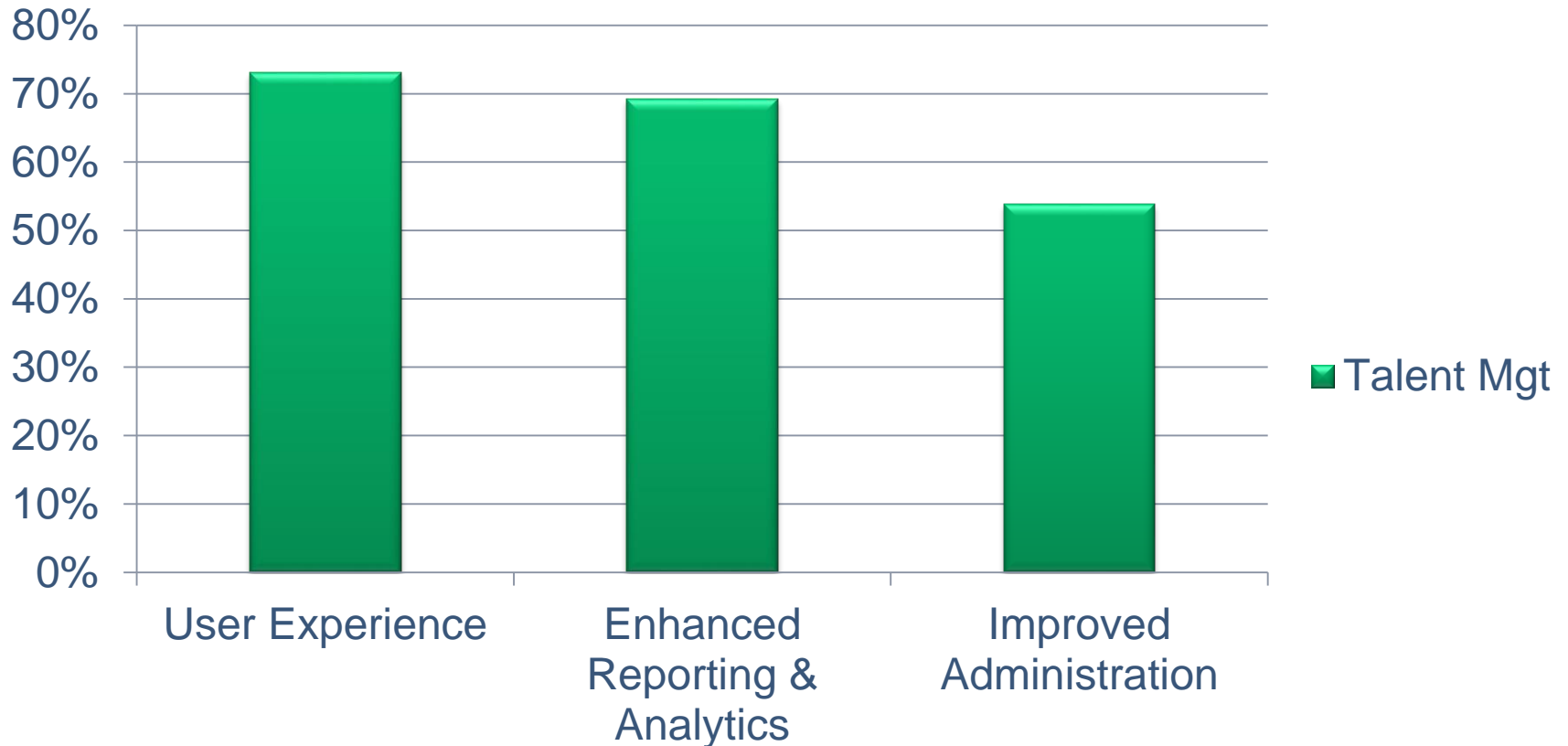
So, what did the HR tech salesperson say?

There isn't a Yelp or TripAdvisor for HR Technology

User Experience is not universal

It is on the road map

Vendor viability

Solution ecosystem

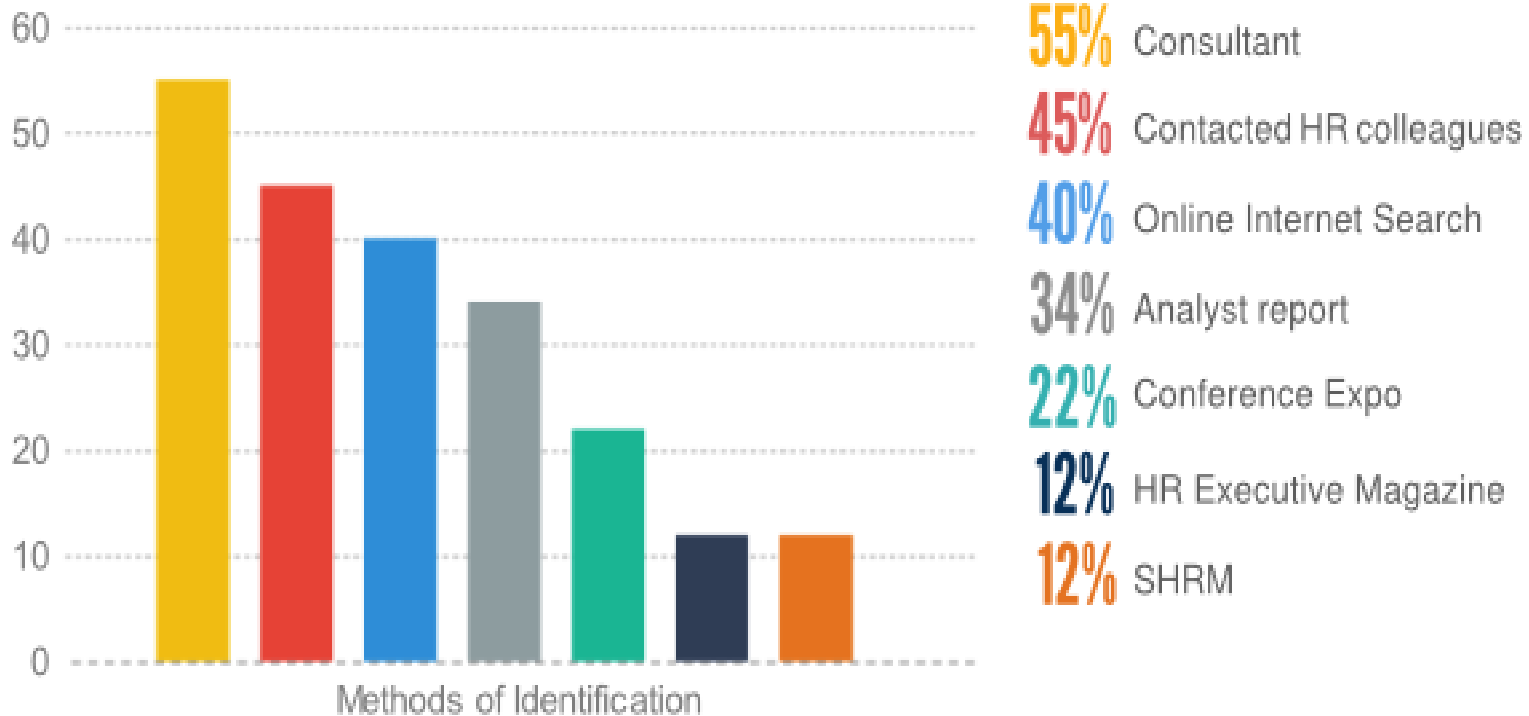And one 'bonus' rule – Price is only one variable in the ROI calculation

A simple framework for making better HR tech decisions

Research
- Trusted sources of information

Evaluation
- Objective
- Individualized

Decision
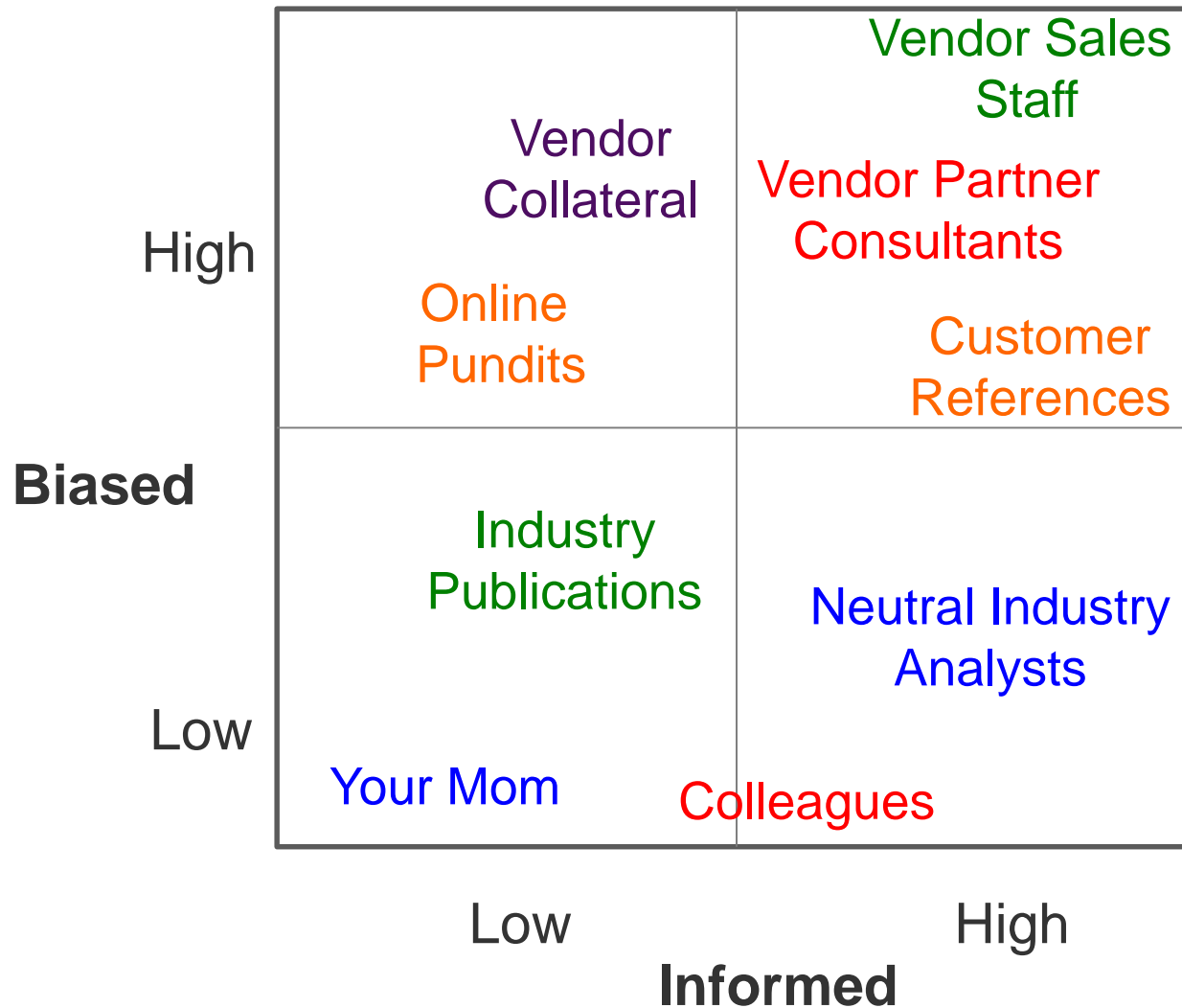- Price
- Capability
- Complexity

Researching HR Technology solutions

Knowing Which Way to Turn

The process to identify HR technology providers can be daunting. How did your organization identify providers?

55% Consultant

45% Contacted HR colleagues

40% Online Internet Search

34% Analyst report

22% Conference Expo

12% HR Executive Magazine

12% SHRM

Understanding Sources of Information

Vendor Sales Staff

Vendor Collateral

Vendor Partner Consultants

Online Pundits

Customer References

High

Biased

Industry Publications

Neutral Industry Analysts

Low

Your Mom

Colleagues

Low   **High**

Informed

To RFP or Not

How many providers did you compare in your RFP process?

None	18%
2-3	54%
4-6	25%
7+	3%

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Creating personalized evaluation criteria

Functionality

User Experience

Product Vision

Cost/ROI
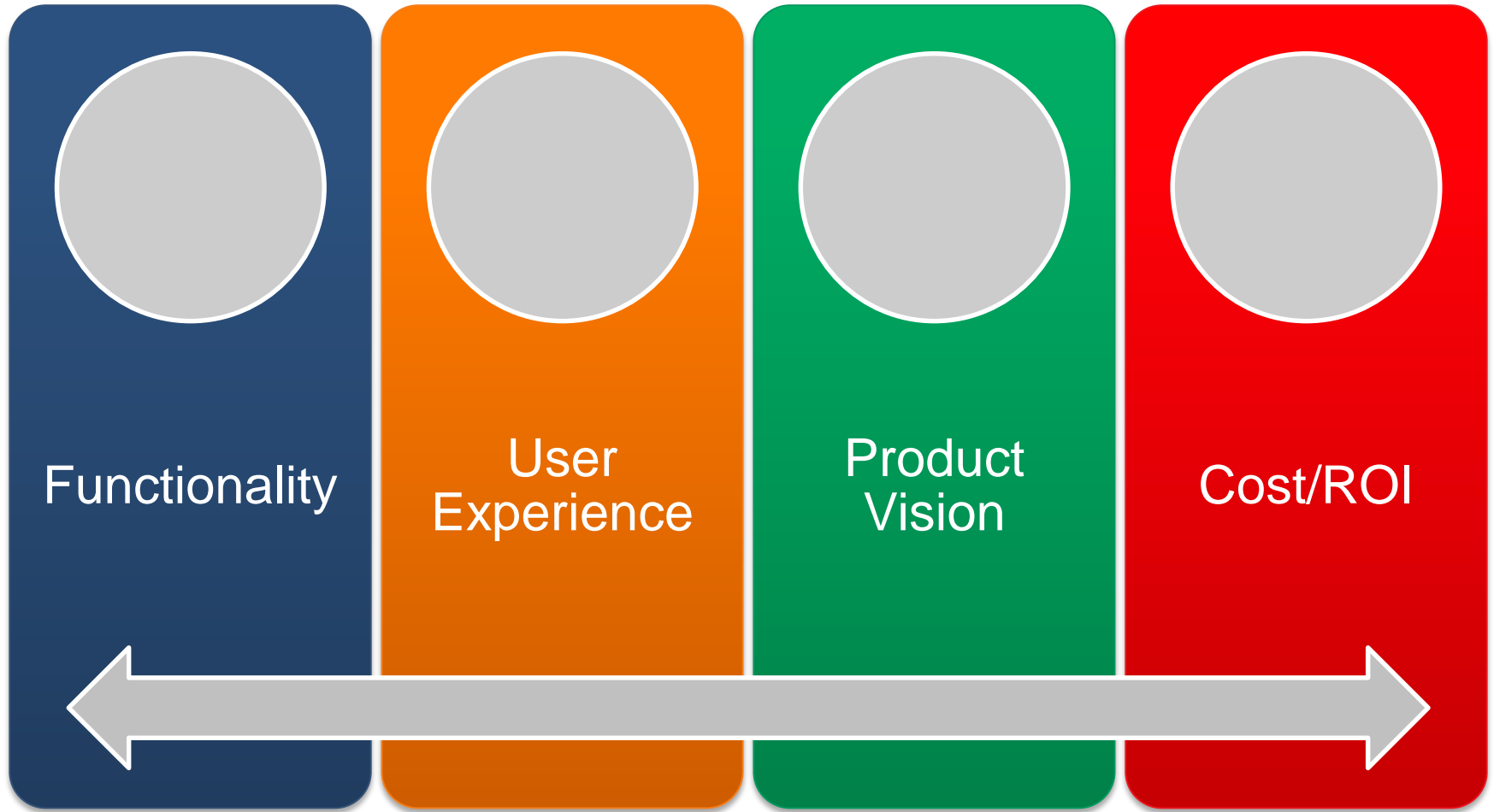
Decision Process- Most Important Factors

Cost 73%

Ease of Use 69%

Long Term Product Direction 61%

Decision Process- Least Important Factors

Mobile Capabilities 18%
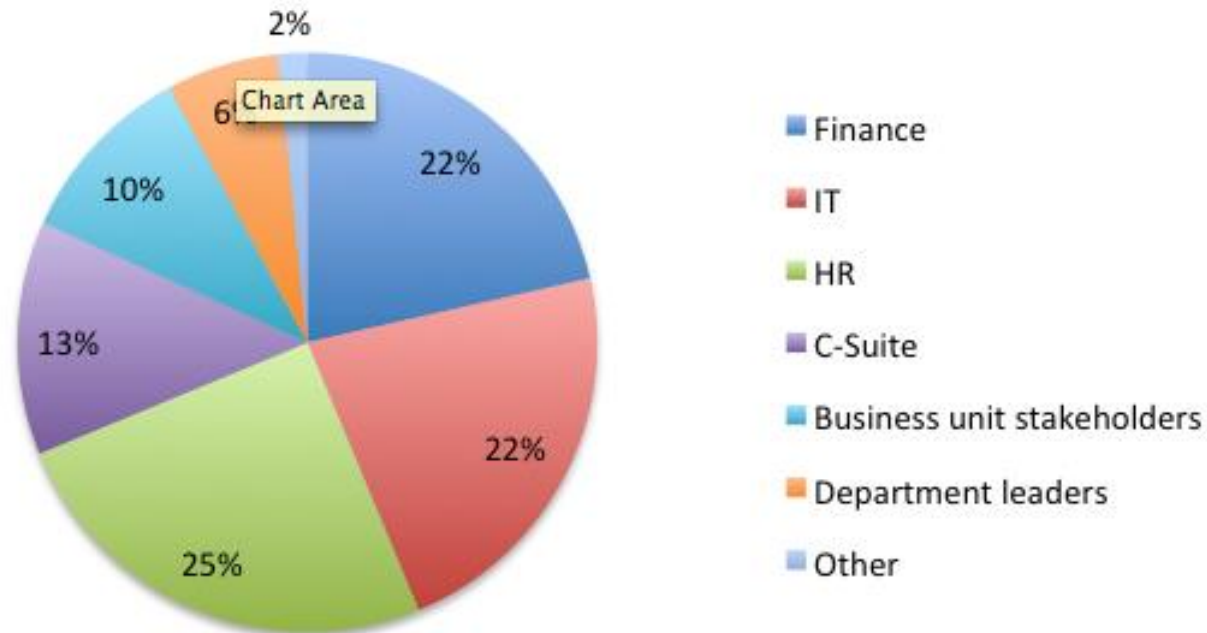

Immigration Compliance 20%

Social Capabilities 25%

Getting the Right Team Involved

Which functions were represented on the selection team for your organization's most recent HR technology system purchase or upgrade?

Functions Involved in Decision

Legend:
- Finance
- IT
- HR
- C-Suite
- Business unit stakeholders
- Department leaders
- Other

2%
6%
10%
13%
22%
22%
25%

Running the Demo – 5 Keys for HR

Demonstrate "must have" process scenarios

Ability to adapt/change/configure on the fly

Show User experience across roles and devices

Communication among vendor team

Responsiveness to customer concerns

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Selecting the 'right' HR technology solution

Capability – today, tomorrow, in 3-5 years

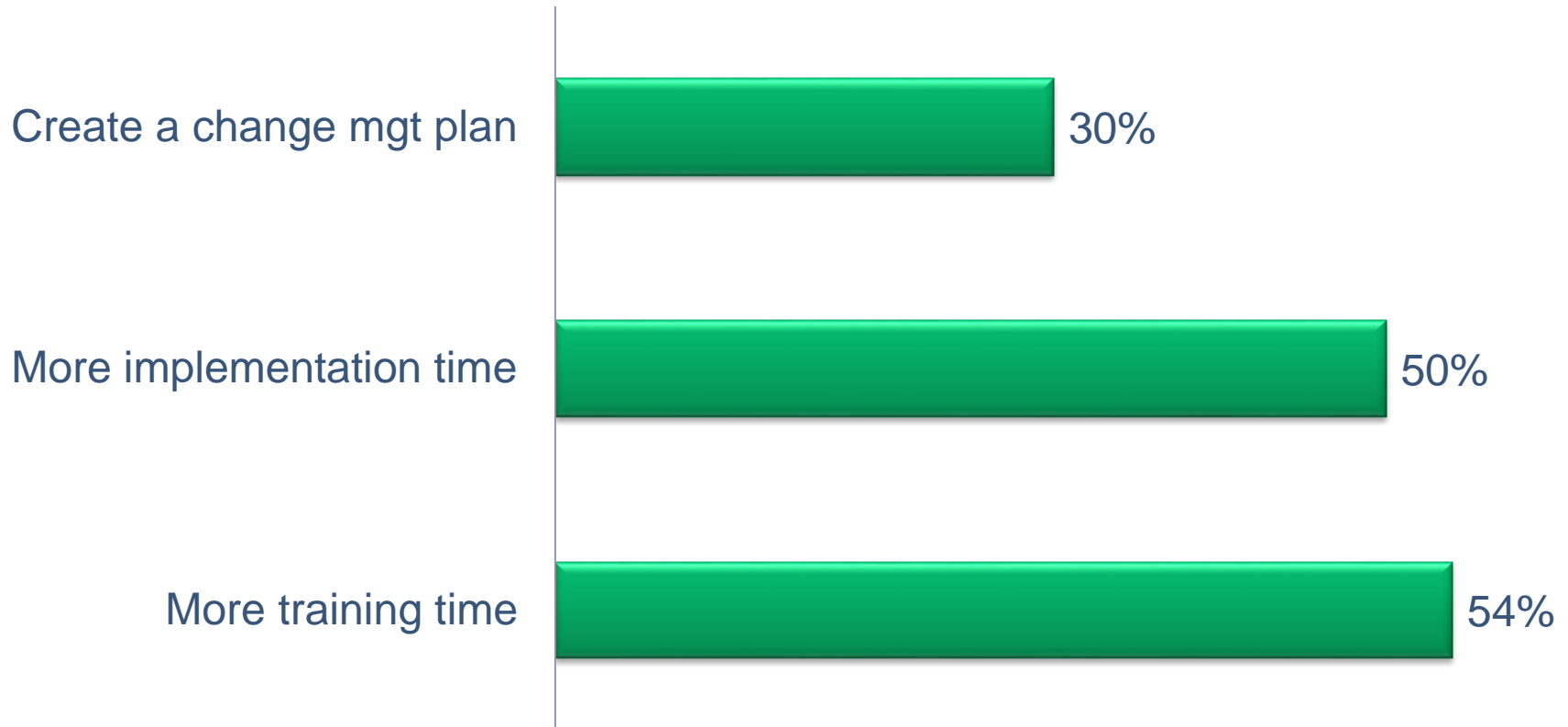User Experience – if no one uses the system, none of this matters

Price/ROI – Make sure to factor in ALL costs and benefits

Technological fit – No HR system is an island unto itself

Cultural fit – Will you be able to partner with the vendor?

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Key Practices in Implementation

What I Wish I Had Known

Create a change mgt plan	30%
More implementation time	50%
More training time	54%

Partnering With Vendor Staff – from the Vendor Point of View

Tips

1. Be honest and upfront about resource availability
2. Make sure your project team is empowered
3. Vendors need to develop their own staff too, expect a mix of experience and capability in vendor staff.
4. Remember – it is in the vendor's best interests for your project to be a screaming success and for you to tell all your HR colleagues how wonderful this technology is. The vendor is on the same team as you, even though it doesn't always seem like it

In Case You Showed Up Late…

Research- There are a wide variety of sources

Selection- Spend time on understanding the organizational strategy and determining what you're trying to solve

Implementation- Internal time is not infinite and not free

Questions?

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Thank you