

## HR Priorities:

# Deploying Mobile Technology for Recruitment, Retention and Productivity

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## HR Priorities

# Deploying Mobile Technology for Recruitment, Retention and Productivity

## Summary

### Issue

According to a recent GlobalData study among HR professionals, 37% of HR managers note that mobility now represents approximately 20% of their IT technology budgets. This includes not only investments in developing and deploying mobile applications for explicit HR-related functions such as applying to jobs, time management, attendance reporting, and expense management, but also for mobile access to other corporate applications, databases and information resources when on the road. Mobile investments also includes support for BYOD devices/plans to allow employees to leverage personally owned smartphones and tablets in the workplace, along with

company-subsidized voice and data plans. Investments in mobile technology for “anywhere, anytime” access is also being used to attract and retain talent and encourage employee collaboration and engagement. For new workers and millennials used to the flexibility and power of smartphones for information access and productivity apps, having these resources on the job has become table stakes. In the survey, 94% of HR managers also noted that flexible working was a top use case for mobility, and 73% said that their mobility budgets will increase over the next 12 months.

### Key Takeways

According to a recent GlobalData survey, 37% of HR professionals are investing heavily in mobile technology which represents about 20% of their IT/technology budgets.

While mobile HR-specific tools for attendance, time management and in and out-of-office productivity are primary use cases, use of mobility to attract and retain employees and encourage collaboration and engagement are increasingly important.

Use of personal devices via BYOD device purchase plans and data plan subsidies have long been viewed as attractors of millennial; any employee used to the flexibility of having a high-end communications and computing resource on them at all times will consider this an important factor in selecting an employer.

## Perspective

### Current Perspective

GlobalData research shows increasing use of mobility for human resource use cases, with 73% of HR professionals planning budget increases for mobility in the next 12 months, and 94% noting that flexible working is a top use case for mobility. HR professionals have acknowledged the importance of mobile technology for at least five years but the use cases are rapidly evolving. GlobalData identifies

four different kinds of use cases for mobility in attracting and empowering employees: traditional HR applications that are now available on mobile devices; mobile access to corporate resources in or out of the office; BYOD as an attractor of new talent; and mobility as an enabler of employee engagement and collaboration.

#### Mobile HR Applications

Time/expense management and recruitment applications that allow employees to see and apply to job openings, have been available on mobile devices since the early days of the BlackBerry. As the power and flexibility of mobile devices increased, as well as their ability to connect to corporate databases and back-end ERP applications seamlessly, securely and without delays, the diversity of HR-oriented applications has evolved. For example, video training/e-learning modules, workflow-enhanced employee performance tracking and management, and

the ability to check work schedules remotely, submit vacation requests, or review benefits are straightforward use cases to deploy. Access to corporate directories, knowledge-sharing databases, and the use of analytics tools on mobile devices that relate to employee app usage or compensation are “next-generation” apps that are being made available by HR application vendors that see mobile access or on-device mobile productivity apps as core enablers.

#### Mobile Access to Corporate Resources

Employees on business travel, working at home or even those in the office that prefer working on tablets now view mobile access to company resources and applications as a given. This not only includes straightforward use cases such as access to CRM information for salespeople, customer and technical information for field technicians, and on the job tablet-enabled applications at retail sites to

sell products to customers and facilitate transactions, but also mobile access to a wider set of company resources. In particular, employees need access to unified communications systems that allow them to become peers to on-site participants in departmental or company-wide meetings and webinars.

## BYOD and Plan Subsidies

BYOD used to be considered a threat to IT managers due to the security implications of employees conducting business work with their personal devices, having access to “dangerous” malware-laden (and time-wasting) consumer apps, and the hassle of separating out business and personal data for both security and expense management. Over the past few years, however, companies have settled down. Many routinely offer some form of BYOD or CYOD, and have implemented policies

that provide device or plan subsidies for approved devices (often along with required containerization or MDM software). App vendors and service providers also provide tools to separate out business vs. personal use of voice and data services and applications. From the HR perspective, being able to use personal devices or be guaranteed that an equivalently functional smartphone is to be provided by the employer has become an important tool to attract new employees.

## Employee Engagement and Collaboration.

A less talked about use of mobile technology on (or off) the job site is for employee engagement. In this era of social media, employees appreciate being able to contribute ideas, opinions, new product ideas, complaints, or participate in company-wide contests or surveys from their mobile device. According to the GlobalData survey, 73% of HR professionals noted increasing employee engagement to be a top corporate priority. Increasing employee engagement through the use of mobile technology is a compelling and relatively easy to implement use case.

Real-time tracking of engagement is another add-on that can measure and prove the value of this kind of social communication/collaboration.

Clearly HR professionals are seeing investments in mobile technology as a priority, and the kinds of benefits and use cases are rapidly evolving from voice and data communications, and mobile web access and productivity tools to more compelling applications to attract, retain, train, and engage employees.

## Recommended Actions

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### Buyer Actions

Businesses are investing in mobile technology for communication, but not necessarily with HR use cases in mind. They should explore how mobility can go beyond remote voice and data to more compelling applications that HR professionals can use to attract and retain employees and keep them motivated at work.

To design and implement a successful employee engagement program may require some outside help. HR should consider going to engagement specialists like Cloudapps or Sociabble that can not only provide an app but can design and integrate different communication methods and technologies. For example, Sociabble helps employees become brand advocates, and optimizes internal communication through social media channels.

Service providers offering unified communications and collaboration 'as a service' are integrating mobility as an integral part of their solutions. Business can buy platforms from vendors but can also go to their mobile operators and IT service providers for end to end solutions that leverage mobile access aimed at including remote and traveling employees in company meetings, videoconferencing sessions, training sessions, and events.



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