



HR Technology HELPING COMPANIES BOTTOM LINE

Technology continues to permeate every facet of the professional environment and when properly utilized, can reap huge benefits for companies and their bottom lines. Nowhere is this more important than in the field of Human Resources. At first glance, HR seems to be one of the few areas remaining where human interaction is more meaningful than interacting with data and technology. Upon further review, it is evident that HR and data-driven technology measures create a symbiotic relationship. More companies are beginning to realize that this relationship

can truly help their companies achieve maximum potential. This makes perfect sense for several reasons, the most obvious being that HR deals primarily with employees, the foundation and nucleus of any solid company. Enabling HR with the most advanced scientific measures for examining strategies and analyzing business objectives will help align those goals with the employees that can properly fulfill them. Since the Great Recession, HR is beginning to play a larger organizational role for exactly those reasons.

With companies looking to save costs, they continue to try to do more with less. This translates to fewer overall employees and retention of the most talented employees and/or recruiting the most talented employees. Recruitment continues to be a huge cost for companies because the traditional processes are simply inefficient. This inefficiency is mainly due to either an absence of talented candidates or fumbling and losing talented candidates during the recruitment process. Truly talented candidates want the recruitment process to be engaging and meaningful. They want to be able to make a fully-informed decision efficiently and quickly. Companies that utilize proven technology measures during the recruiting process have the best chance of procuring the candidates they want. This is mainly achieved by being extremely responsive to candidate inquiries and retaining a solid line of communication with at least four to five transactions of information between the candidate and the recruiter before an agreement is reached.

HR can use data-driven technology instruments to analyze the recruitment process and further hone the process in order to maximize efficiency and lower costs. HR managers need to be fluent in every aspect of their organizations and should play a key role in understanding and assisting the core business strategies so they can provide actionable data to other departments and employees. HR managers should make time to share information and learn about the other departments in their organizations to better understand the overall goals and direction of the company, and how they can provide the proper employees to each division. HR managers should make an effort to collaborate and provide solutions that is backed with data. This data can be vetted and legitimized via the use of data-driven technology metrics and the joint analysis of said data. HR is no longer on the sidelines. Enabling HR with the data-driven technology they need, while fostering lateral and vertical organizational integration, will continue realizing increased profits.



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