ELMO
CLOUD HR & PAYROLL

ACT Small Agencies Forum

HR Industry Benchmark Survey Report: An Overview

March 2021

Why this survey – and why now?

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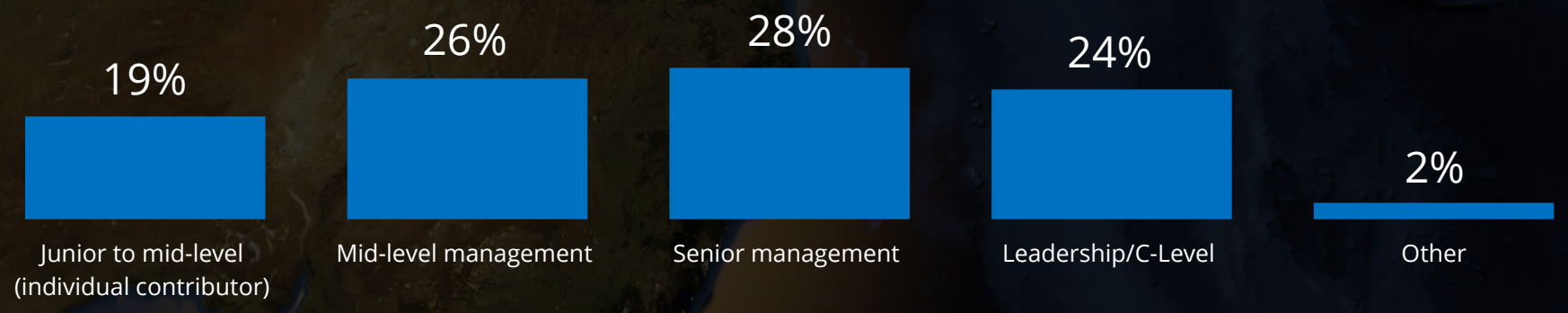
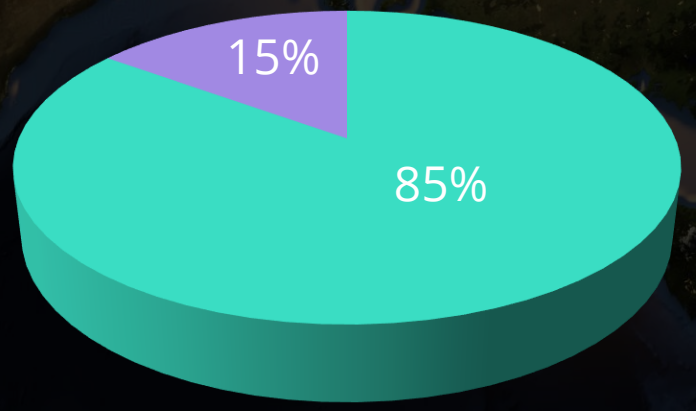
Our survey sought to…

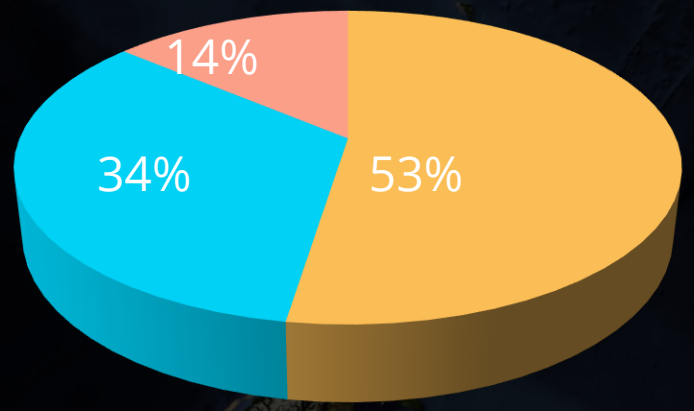
- Develop locally relevant HR and payroll datasets for benchmarking purposes
- Determine where HR professionals are spending their time
- Explore emerging trends and challenges, including the impact of COVID-19 on HR and business operations

Respondent overview

Here's a summary of who our respondents were:







The current state of HR

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A glimpse at the numbers

3 in 4 respondents said 'general admin' took up too much of HR's time

3 in 4 respondents use employee assistance programs (EAPs) to support employee wellbeing

4 in 10 respondents said consistency across managers was a top challenge for adoption of flexible work initiatives

1 in 2 respondents have a formal process in place to measure engagement

1 in 4 respondents said up-skilling, cross-skilling or reskilling employees was their top HR challenge for 2021

3 key themes

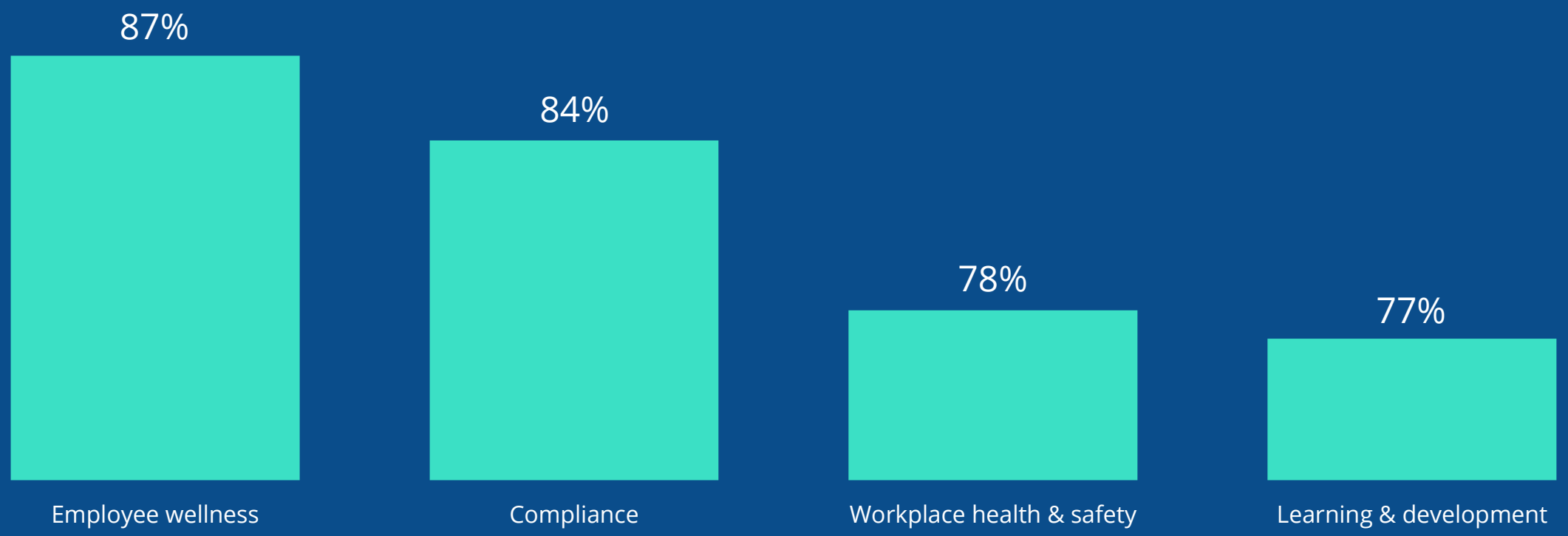
The emergence of a 'new employee experience (EX)': The EX has changed – perhaps forever

HR's impact and influence on business operations has never been higher

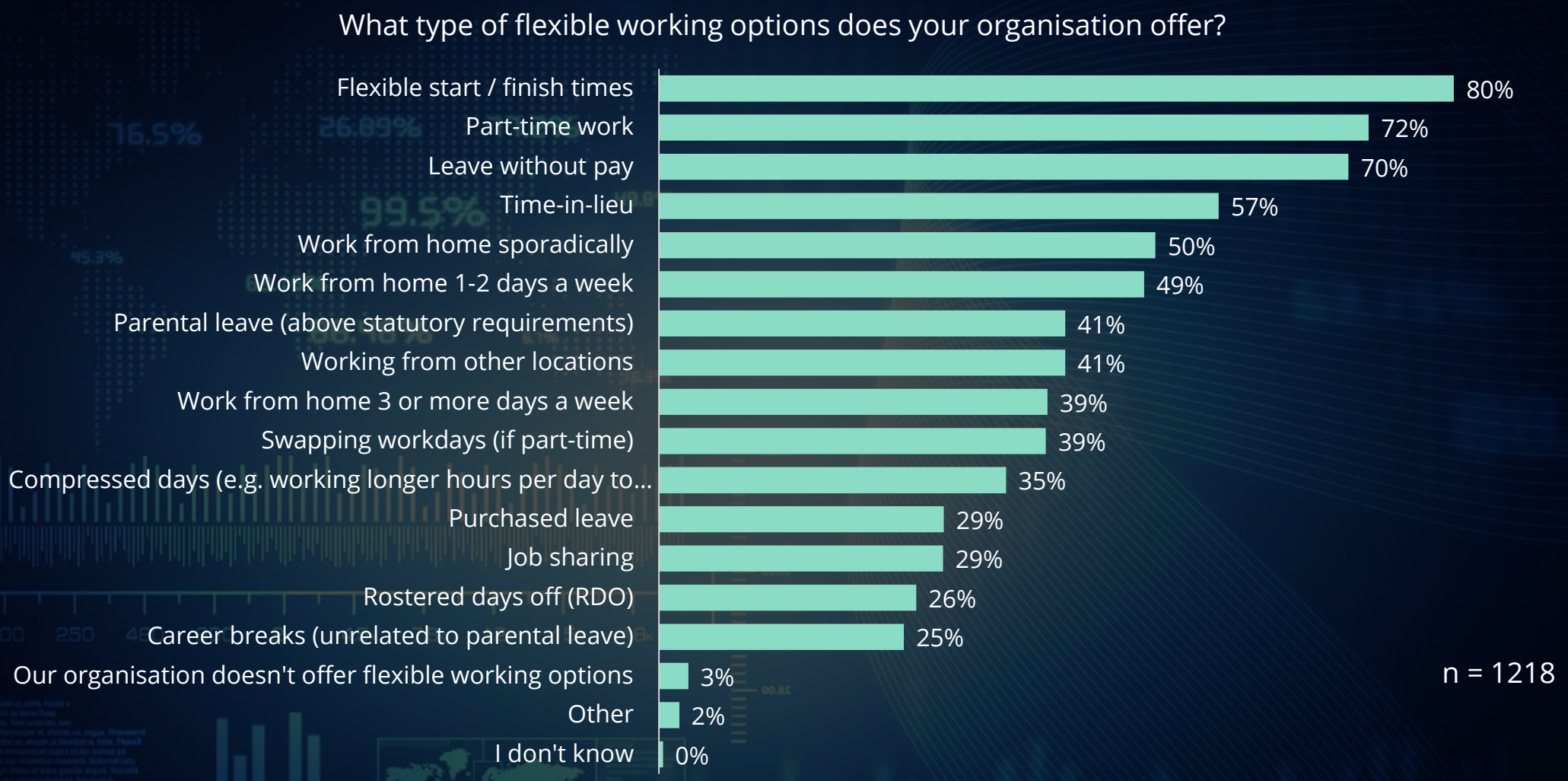
HR is only at the start of its data and metrics journey – and there is plenty of work to do

The new EX: Top HR priorities for FY20/21

What are the top 4 priorities you will be focusing on in FY20/21?



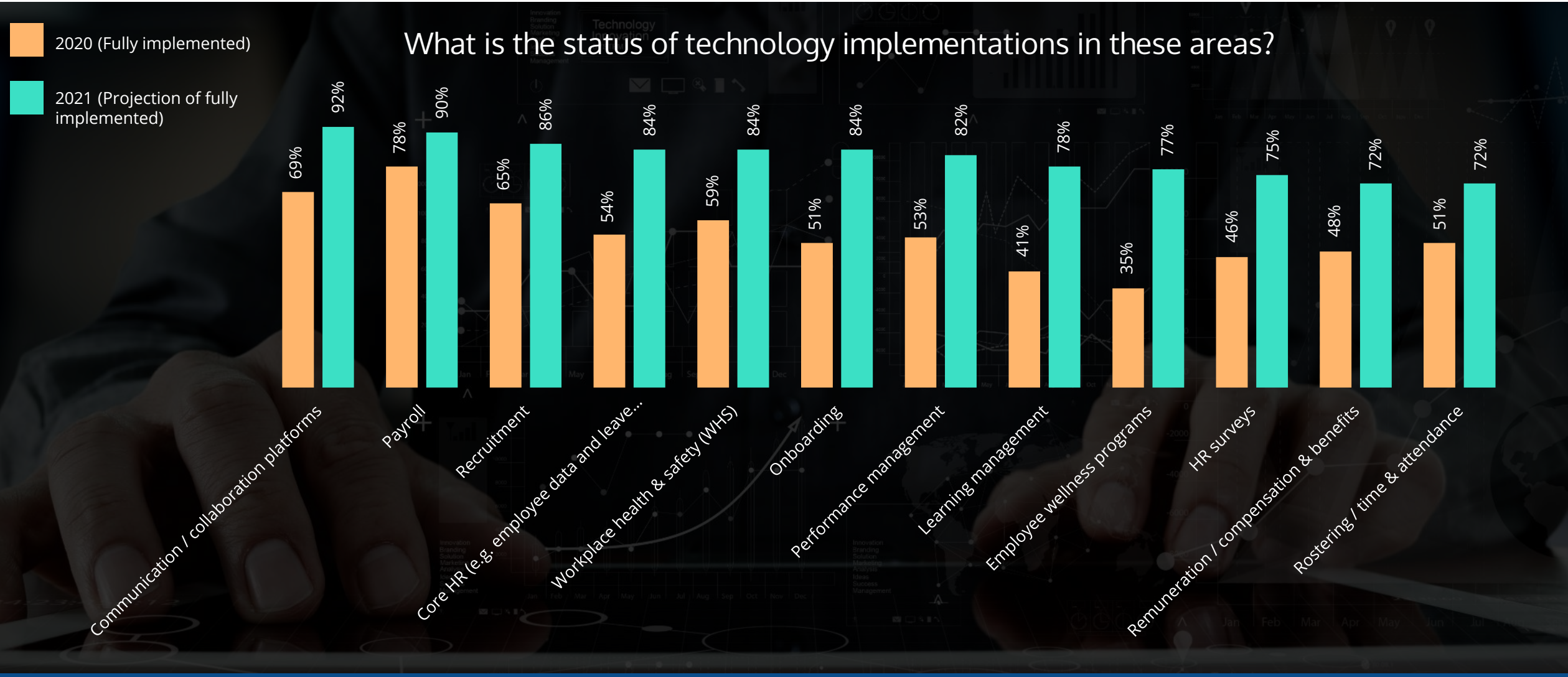
The new EX: Flexible work



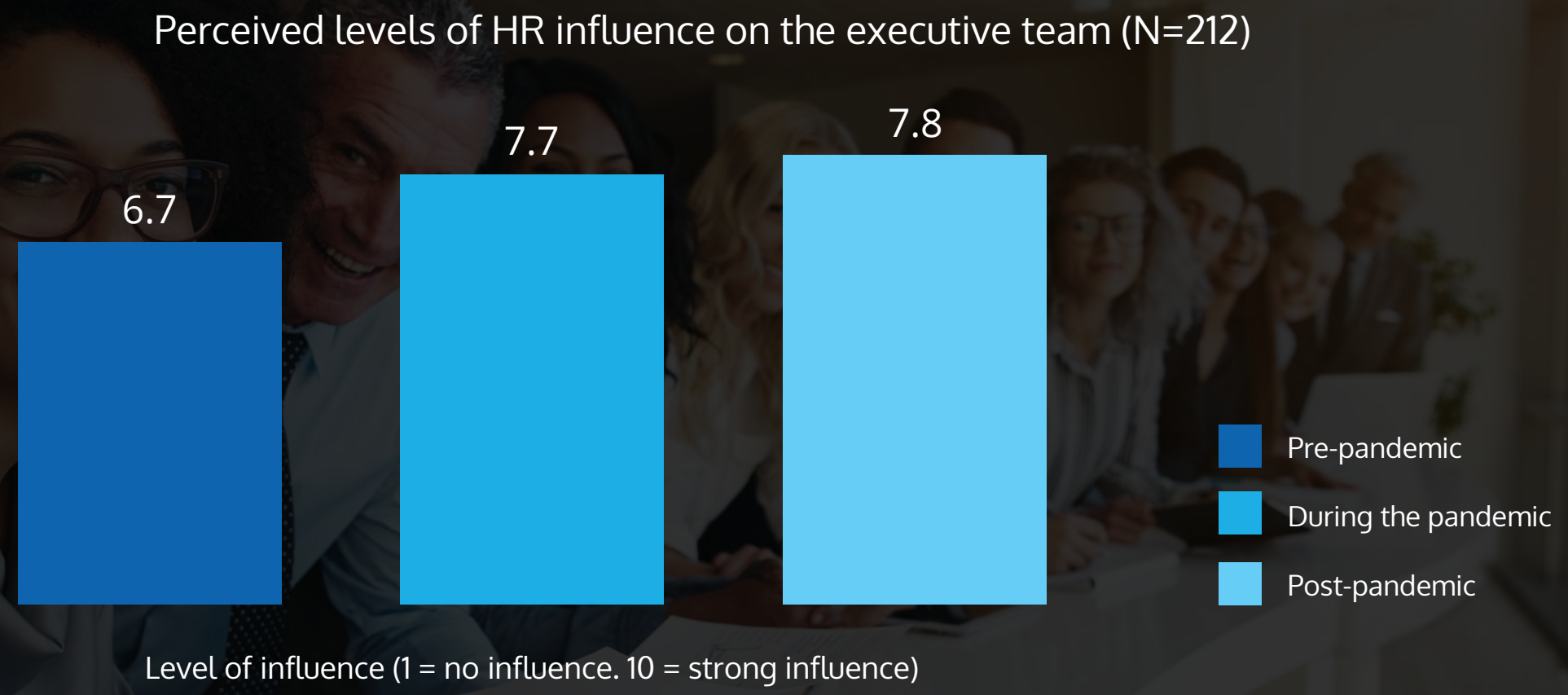
The new EX: Employee wellbeing

n = 1194

The new EX: Smarter use of technology



New, enhanced perceptions of HR



Source: AHRI's 'Skills for a Post-Pandemic Future: October HR Pulse Report

Top challenges for HR in 2021

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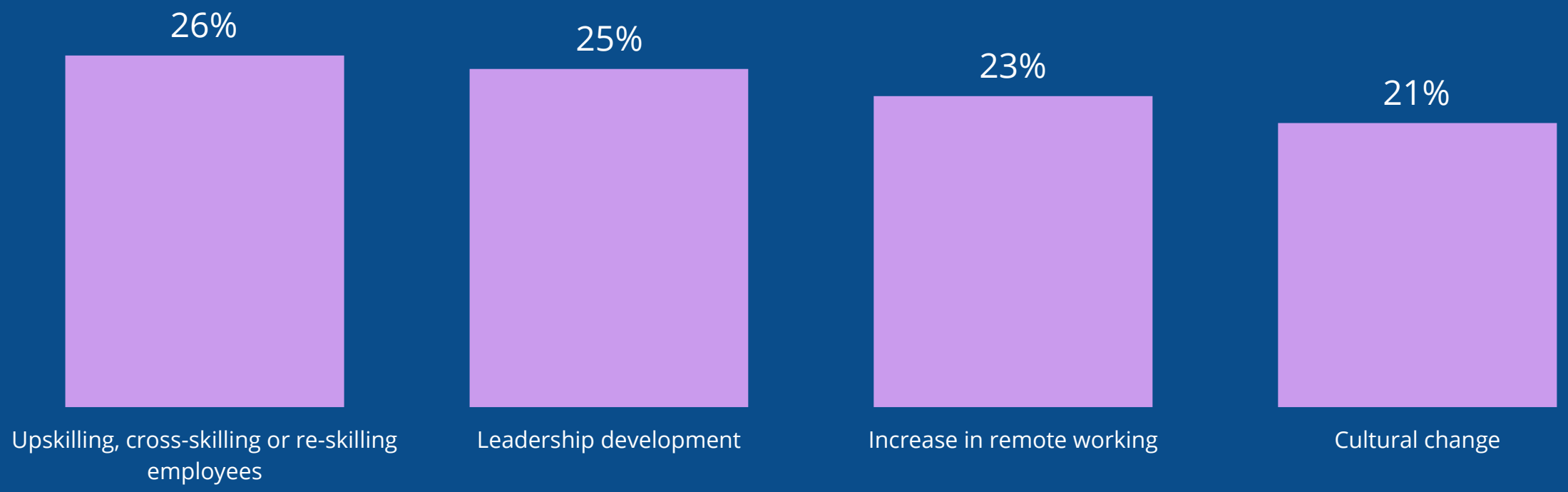
What people-related challenges will your organisation face in 2021?



HR metrics and analytics

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None: We don't use HR metrics at all

Basic: We have some basic HR metrics but they don't factor heavily into business decisions

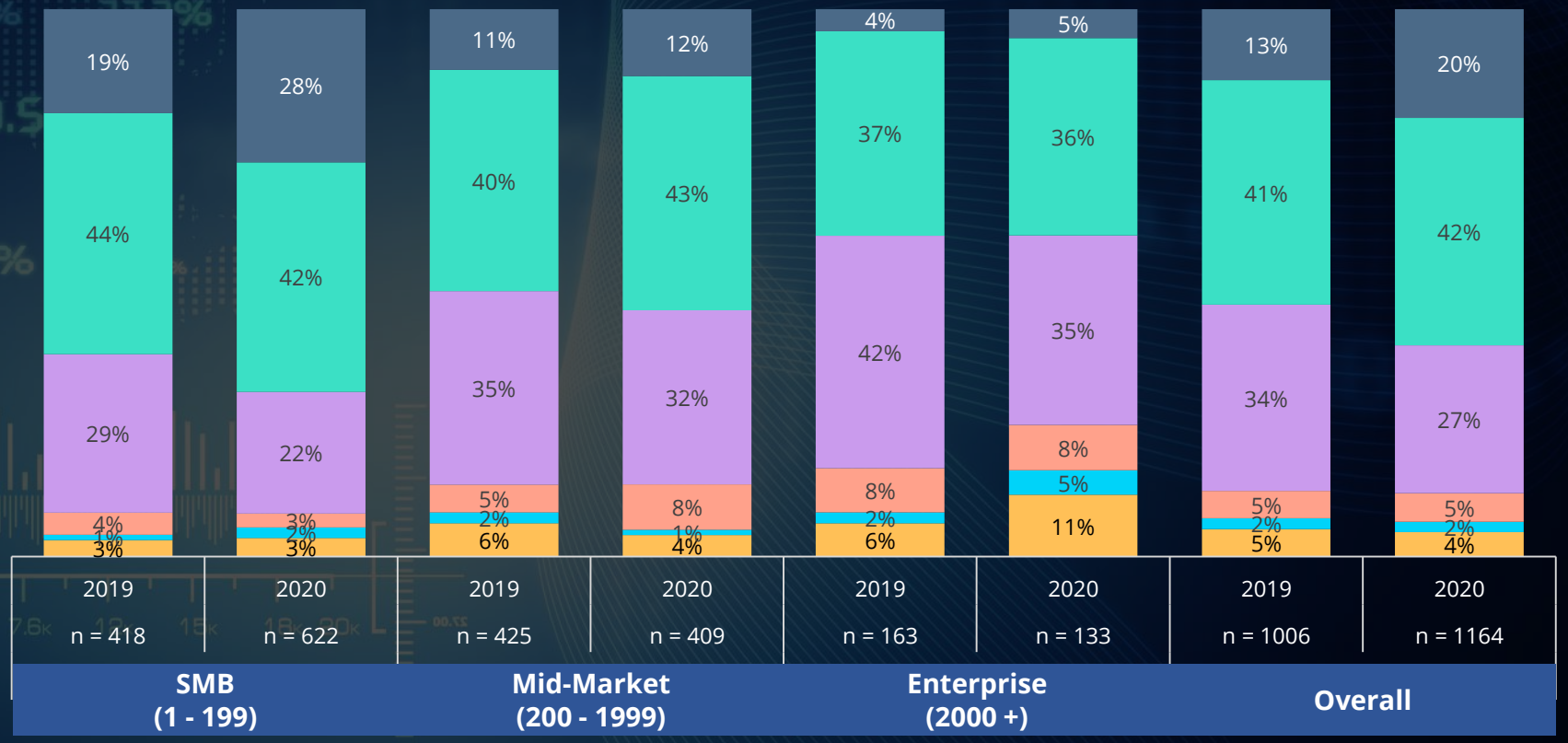
Developing: We track HR metrics and leverage these metrics for decision-making purposes

Optimised: We track HR metrics and apply descriptive analytics, pulling insights out of historical data to facilitate our decision-making

Advanced: We track HR metrics and apply predictive and / or prescriptive analytics, forecasting future possibilities and options, to better inform our decision-making

I don't know

How would you describe your organisation's skill level using HR metrics?



HR metrics – what's being used?

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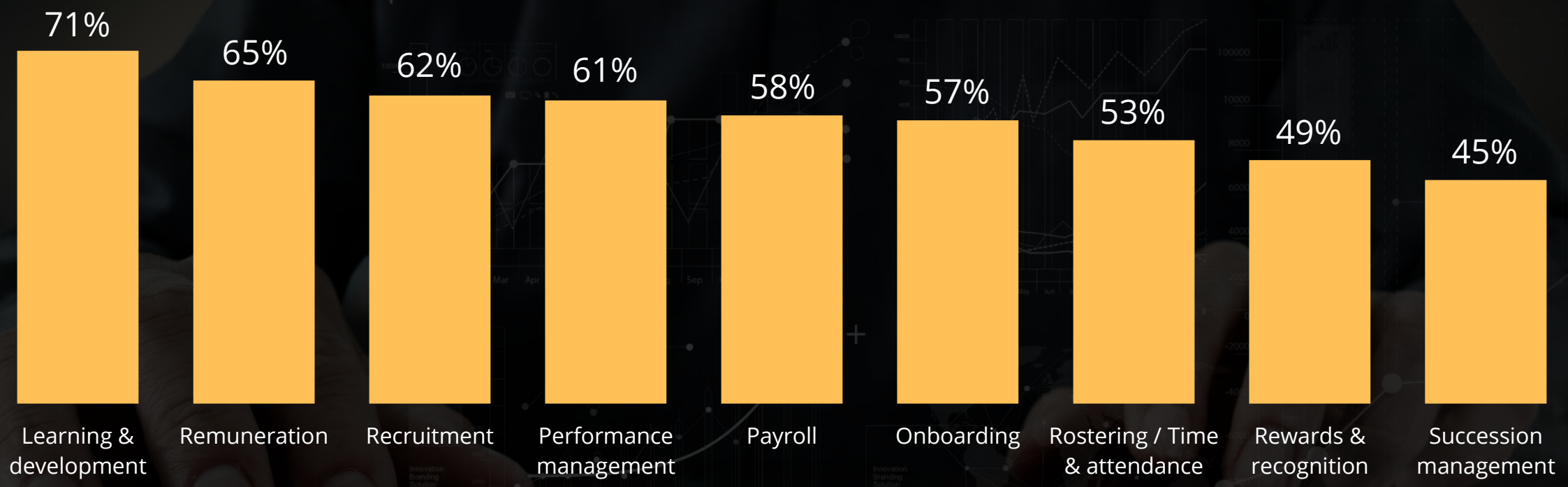
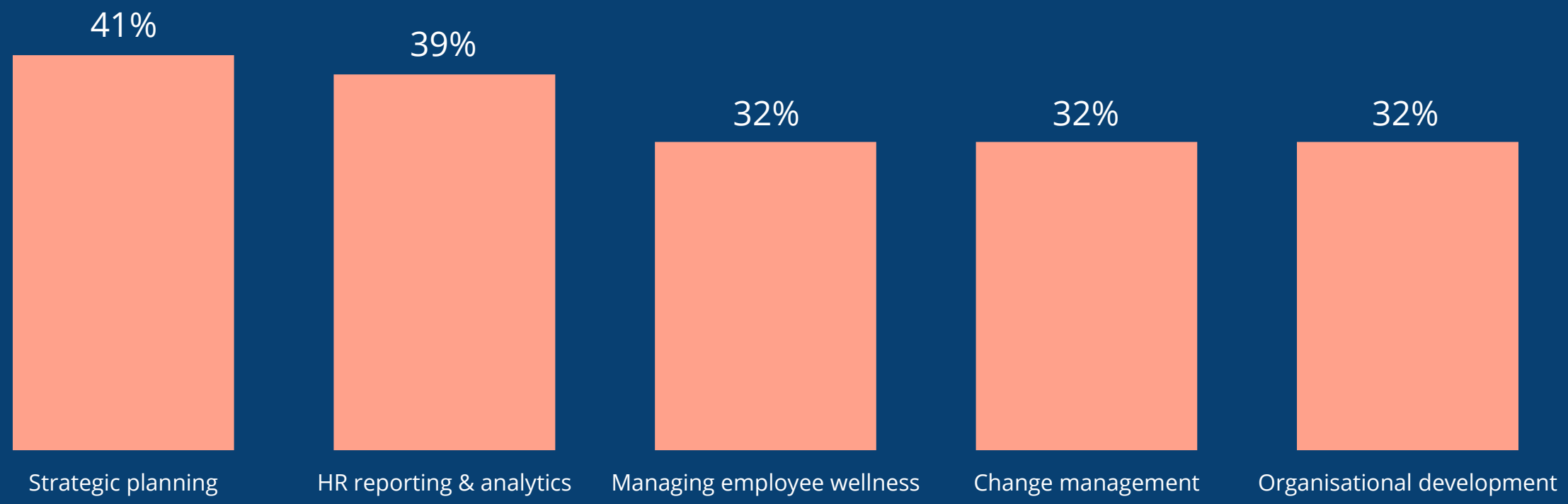
Which areas of HR do you use metrics to track success in?



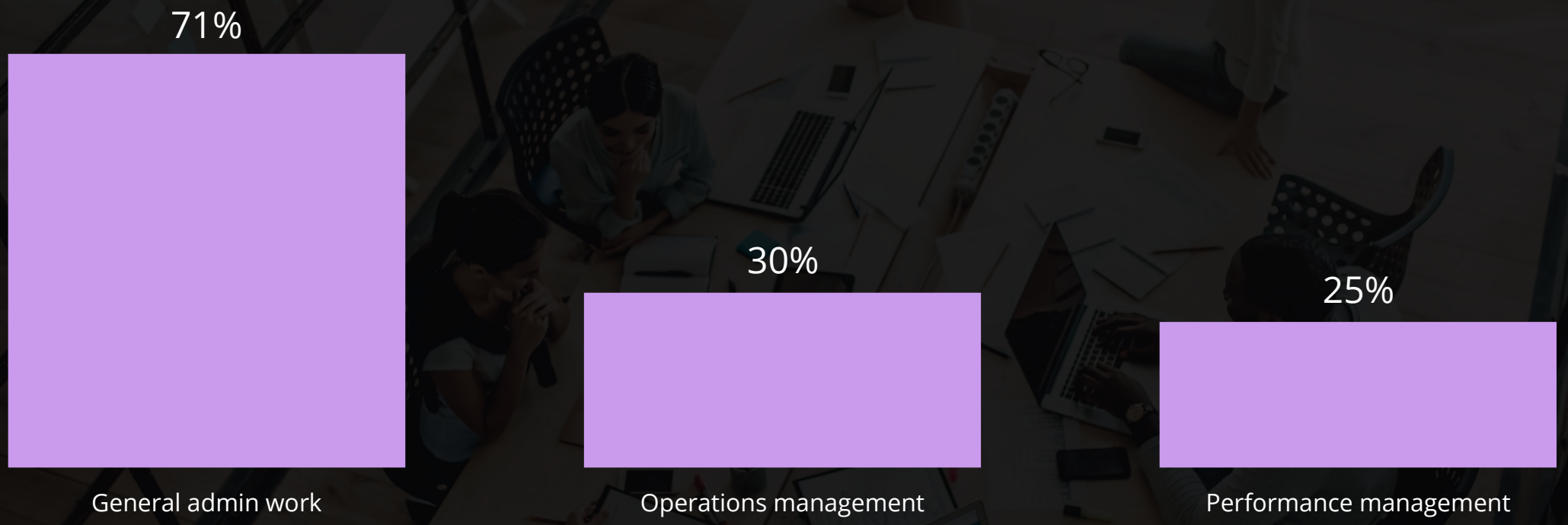
Looking ahead: HR skills

Which skill(s) are you aiming to develop for yourself in the next 12 months?



Looking ahead: Optimising HR's time

Top 3 areas that you believe to be taking up too much of HR's time in your organisation, relative to the value they deliver:



Next steps

- ✓ We're not finished with COVID-19 yet. To plot the way forward it's important to reflect on what we've learned from our 2020 experiences
- ✓ Foster the networks and communities that you participated in during 2020. Build those contacts and continue to learn from each other
- ✓ HR is just starting on its data journey – the time to get onboard is now
- ✓ Work on yourself: we're all works in progress!

Questions? Contacts.

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