

HR TRANSFORMATION IN THE DIGITAL ERA

7TH JUNE 2018

by



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Go-Up.Work is an **HR Tech and People Development Company**. Your business partner in improving internal capabilities of your organisation.

We combine expertise in Employee Experience Design, Tech Development, and Human Capital Consulting to support you in your business transformation. Some of our specialisation:

- Tackling **Turnover** Issue
- **Digitalising** HR and Organisation
- Improving **Business Performance** and **Employee Engagement**



HR TRANSFORMATION

HR Outside / In

HR Strategy

HR Functional Expertise

HR Administrative Utility





WHAT ARE THE TOP 3 HR ISSUES THAT
YOU WANT TO MANAGE?

and let thy feet
millenniums hence
be set in midst of knowledge

Let's look at what you face everyday - **Business Challenges**

Business Challenges

Metrics

The fastest to adapt with the environment is the winner

More Demand for Customer Centricity

Too much manual work that can be automated

Technological Disruption is everywhere

Good talent is hard to get

Let's look at what you face everyday - **Metrics**

Business Challenges	Metrics	
The fastest to adapt with the environment is the winner	Revenues	Earnings
More Demand for Customer Centricity	Market Share	Customer Satisfaction
Too much manual work that can be automated	Productivity Rates	Quality Measures
Technological Disruption is everywhere	% of revenue from new products	Employee Suggestion
Good talent is hard to get	Morale & Engagement	Knowledge & Competencies

Let's look at what you face everyday - **People Strategy**

Business Challenges	Metrics		People Strategy
The fastest to adapt with the environment is the winner	Revenues	Earnings	1. Workforce Management 2. Productivity 3. Performance Management
More Demand for Customer Centricity	Market Share	Customer Satisfaction	1. Employee Experience 2. Employee Satisfaction 3. Performance Management
Too much manual work that can be automated	Productivity Rates	Quality Measures	Next Generation of HRIS with better employee experience (web based / mobile) Anywhere, anytime, any devices
Technological Disruption is everywhere	% of revenue from new products	Employee Suggestion	1. Cultural Shift 2. Staff Agility 3. Innovative workforce
Good talent is hard to get	Morale & Engagement	Knowledge & Competencies	1. Employee Experience 2. Diversity Inclusion Workforce 3. Talent Management

HR can help shape business goals with **Workforce Management**

From

Expense / Resources

Plan Headcount

Plan for Today

To

Asset / Capital

Plan Human Capabilities

Plan for Today and Future

HR can help business to be **Customer Centric**

HR Centric

No link between employee and customer

To have satisfied customers, we need first satisfied employees.

Old fashioned HR system and Employee Data

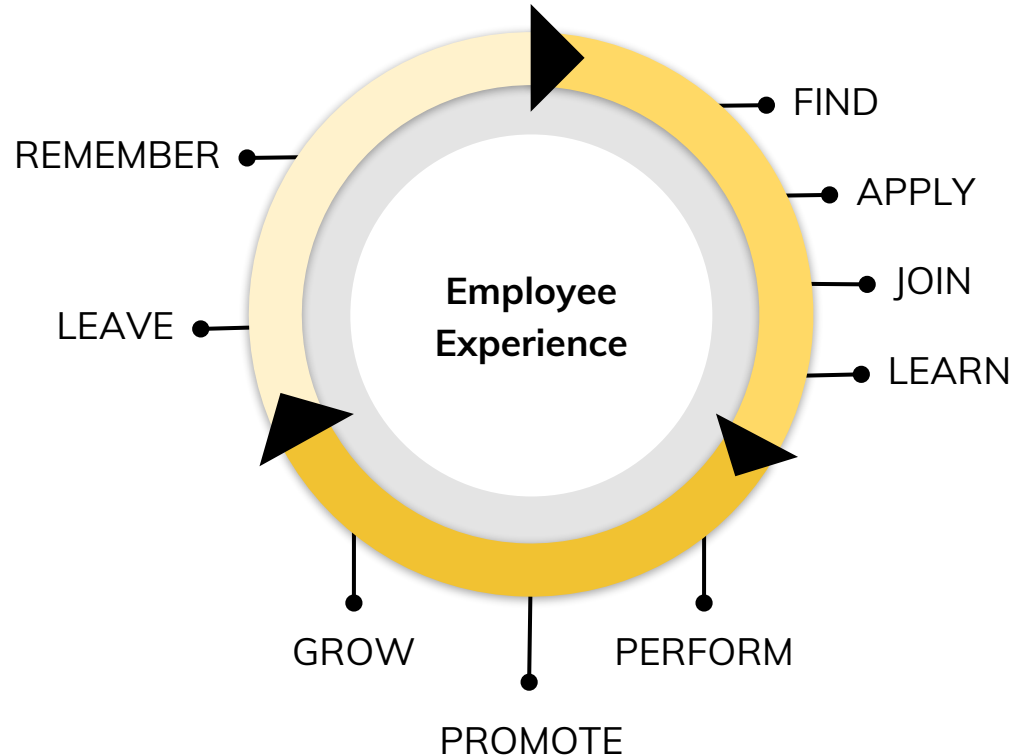
e.g. excel spreadsheet and paper based system, consume significant time and resources in people process.

Employee Centric

A happy employee makes a happy customer
Identify what make employees dissatisfied and unhappy.

More real-time, automation, great user experience
e.g. e-leave, e-payslip, e-portal, e-learning, continuous feedback and performance system.

HR needs to **understand business** and how they will affect **people and their experience**



HR can help **build great employer branding** which matters

Cost per hire

2x lower

Pool of candidates

20% more

Likelihood to stay

4x more

for the new joiner

Payroll cost

10% decrease

Productivity increase

20% more

Turnover rates

28% less

Business transformation means **Next Generation of HRIS**

From

HR Focus

Paper Based / Admin

Offline

To

Employee Centric

Self Service and Automation

Real-Time (Cloud Based)

HR can drive **Organization Culture Shift** which impacts business transformation

From

Conservative and Traditional

Process-driven (use technology to create Efficiency)

Product centric approach

To

Agile and respond to change more creatively

Customer centric: (Digitalization to create greater customer experience)
Anywhere, Any Devices Any time

Customer experience approach
Easier, Simpler, faster

Staff **Agility** matters

From

Being Told

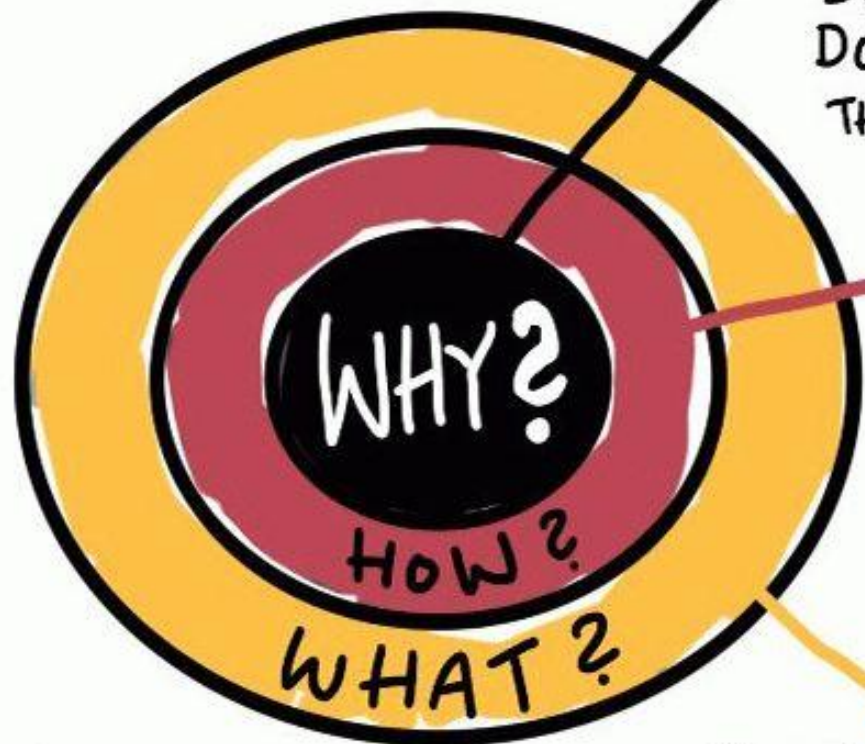
Don't Dare to Make Mistake

To

Being Asked / Learning

Dare to Make Mistake but Learn

GOLDEN CIRCLE



WHY DO YOU
DO WHAT YOU
DO? WHAT'S
THE PURPOSE?

HOW
DO YOU
DO WHAT
YOU DO?

WHAT
DO YOU DO?

IDEA: SIMON SINEK

15 MIN COFFEE BREAK





HOW-TO SECTION

1. SHIFTING FROM HR TO EMPLOYEE CENTRIC

2. CO-DESIGN AND CO-CREATE PEOPLE SOLUTIONS

3. PRODUCT SOLUTIONS THAT SUPPORT HR TRANSFORMATION

A top-down view of a light-colored wooden desk cluttered with various items. In the center, a bright yellow rectangular box contains the text '1. SHIFTING FROM HR TO EMPLOYEE CENTRIC' in a black, hand-drawn, sans-serif font. Surrounding this central text are several motivational posters and cards. To the top left, a poster features a large 'C' and the words 'CREATIVE MESS'. To the top center, a poster says 'FUCK' in large, bold letters. To the top right, a poster has a black circle with 'THIS IS IT' inside. Further right, a poster says 'KNOW' in large letters. On the right side, a poster says 'WHATEVER. FU'. At the bottom left, a poster says 'CK EAH!'. At the bottom right, a poster has a scribbled line drawing. Other visible text includes 'THAT DO MAKE YO HAPPY.' and 'the VO'. A pair of white earbuds with a white cord lies near the top center. A black and white striped pen is on the left side. A black and white spiral notebook is at the bottom center. A black and white geometric pattern is at the bottom left. A black and white abstract pattern is at the bottom right.

1. SHIFTING FROM HR TO EMPLOYEE CENTRIC

To start with, you need to understand your workforce.
But it's **not easy** to do



Employees are afraid
to share what is going
wrong



New generations have
new expectation



Top Management have
limited data about their
people



Middle Management
only say what the boss
wants to hear

A one time annual employee survey **doesn't work as expected**



The data / insights
come too late (once a
year)



People only answer
what management
want to hear



Often time the survey
does not align with
business strategy



The value is way less
compared to the
resources consumed

What the HR / Operation / Finance can do to **Kickstart** the Employee Centric mindset?

1. Understand the relationship between business and people
2. Ask questions
3. Test the hypothesis
4. Scale up the understanding with data
5. Communicate clearly
6. Analyse and close the loop

1. **Understand the relationship** between business and people: Use balanced scorecard

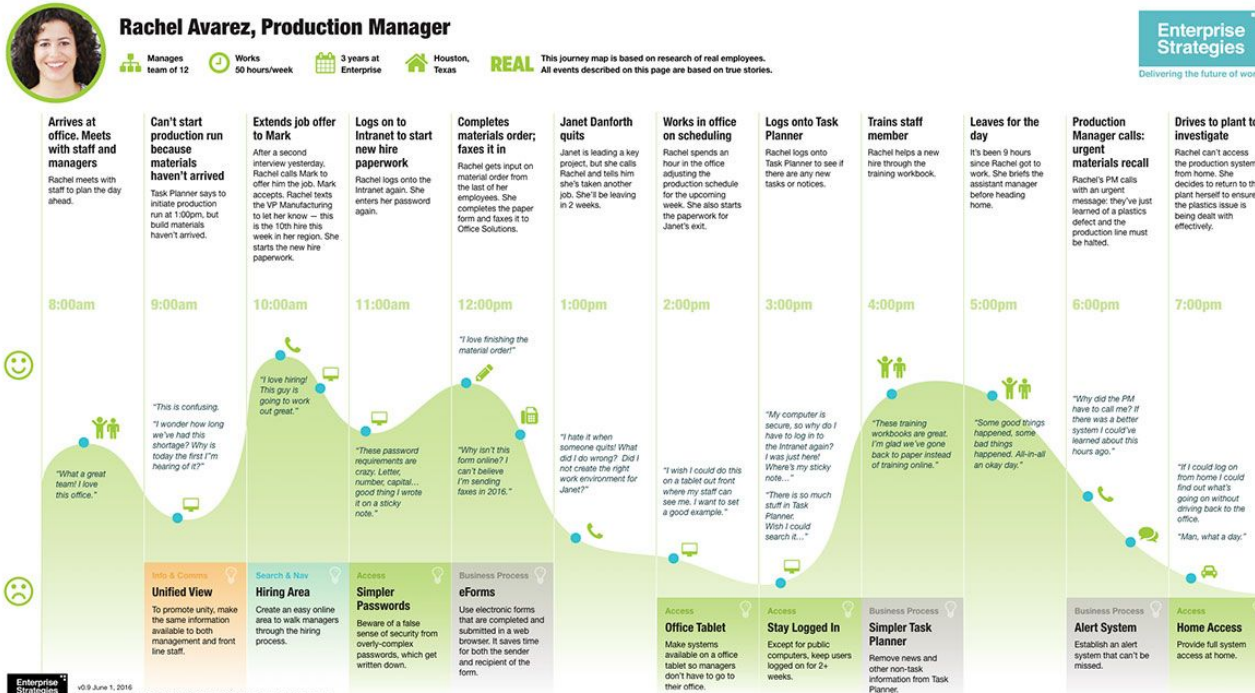
Financial Performance	Revenues / Profit	Earnings	Cash Flow
Customer Value Performance	Market Share	Customer Satisfaction	Customer Loyalty
Internal Business Process Performance	Productivity Rates	Quality Measures	Timeliness
Innovation Performance	% of revenue from new products	Employee Suggestion	Rate of Improvement
Employee Performance	Morale & Engagement	Knowledge & Competencies	Turnover

2. **Ask questions**: Deep dive to understand what happens

Issues	Sample Questions	Sample Hypothesis
Turnover	• Which department has the biggest turnover rate? • Why did they quit? • When did it happen?	• Not competitive compensation program • The job is not right for them • Disrespectful manager • Family reason
Productivity Rates	• What is our productivity rates? • Do we have effective and efficient process? Why is that? • Have we tried to improve it?	• Instruction and expectation are not clear • Issue with onboarding and training • We don't have managers that can coach and mentor
Morale & Engagement	• What employees feel about our organisation? • Do they feel that they have ownership in what they do? • Have we tried to improve it?	• Micromanagement by managers • There are no role model in the company • There are no opportunity in the company to grow professionally and as a career

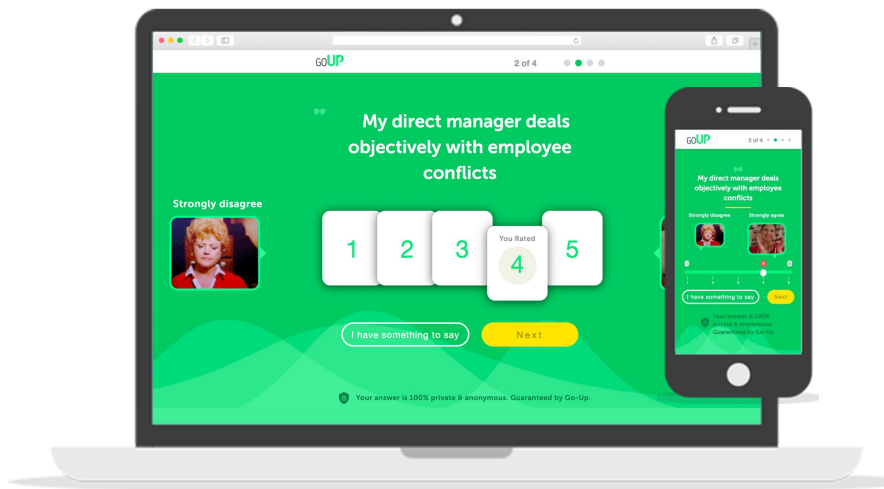
3. Test the hypothesis: Engage employees in validating the hypothesis

Employee Experience Journey Map



- Individual, group, expert interview
- Job shadowing
- Process flow
- Employee Experience Journey Map

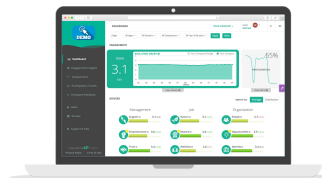
4. **Scale up the understanding with data:** Use fun and engaging platform to get the overall picture of your organisation



Non-Intrusive weekly anonymous questions about specific areas that you would like to know



Enterprise structure to get full understanding of your organisation



Live dashboard to know the data in real-time



Qualitative feedback that goes beyond just number

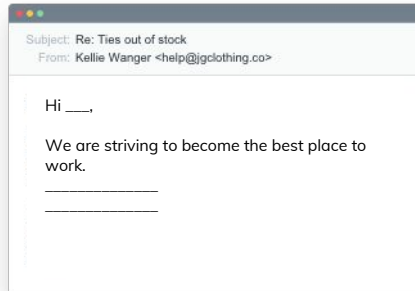
5. **Communicate Clearly** for any HR initiative

Speak from employee perspectives

Need to answer employee's expectation:

- What's in it for me?
- Can we expect change?
- Are there any communication loop from management?

Provide regular communication



Entice with Reward (optional)

- Small token of appreciation at the end of the 3rd month for those that are active
- Monthly challenge program

6. **Analyse and close the loop:** By sharing the results and the direction forward



Co-Design and
Co-Create Solutions

Team Engagement
Report

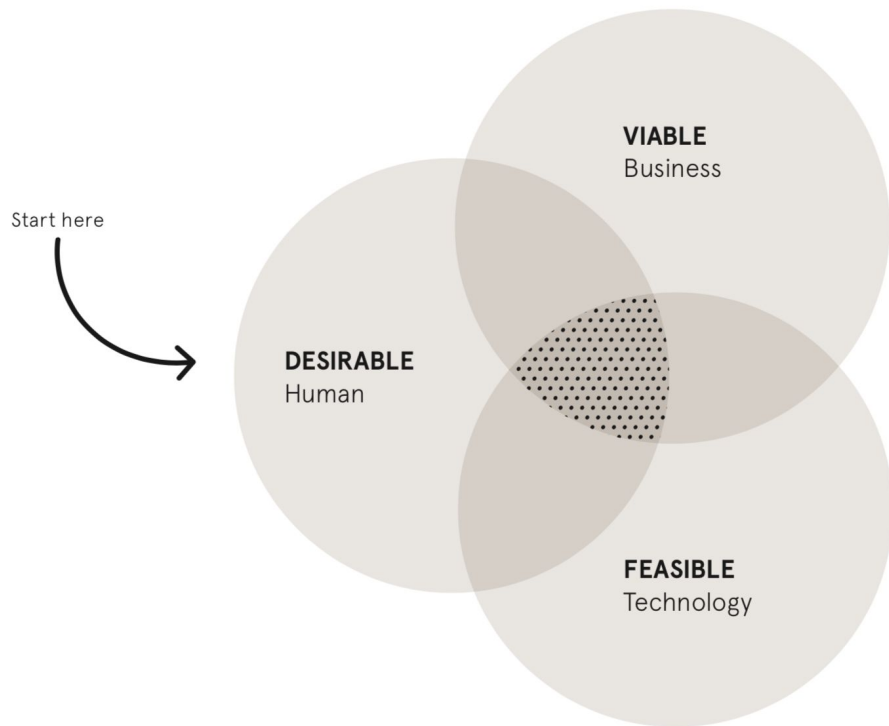
Organization Report

Recommendation



2. CO-DESIGN AND CO-CREATE PEOPLE SOLUTIONS

Engage your stakeholders during the solutioning to create real impact

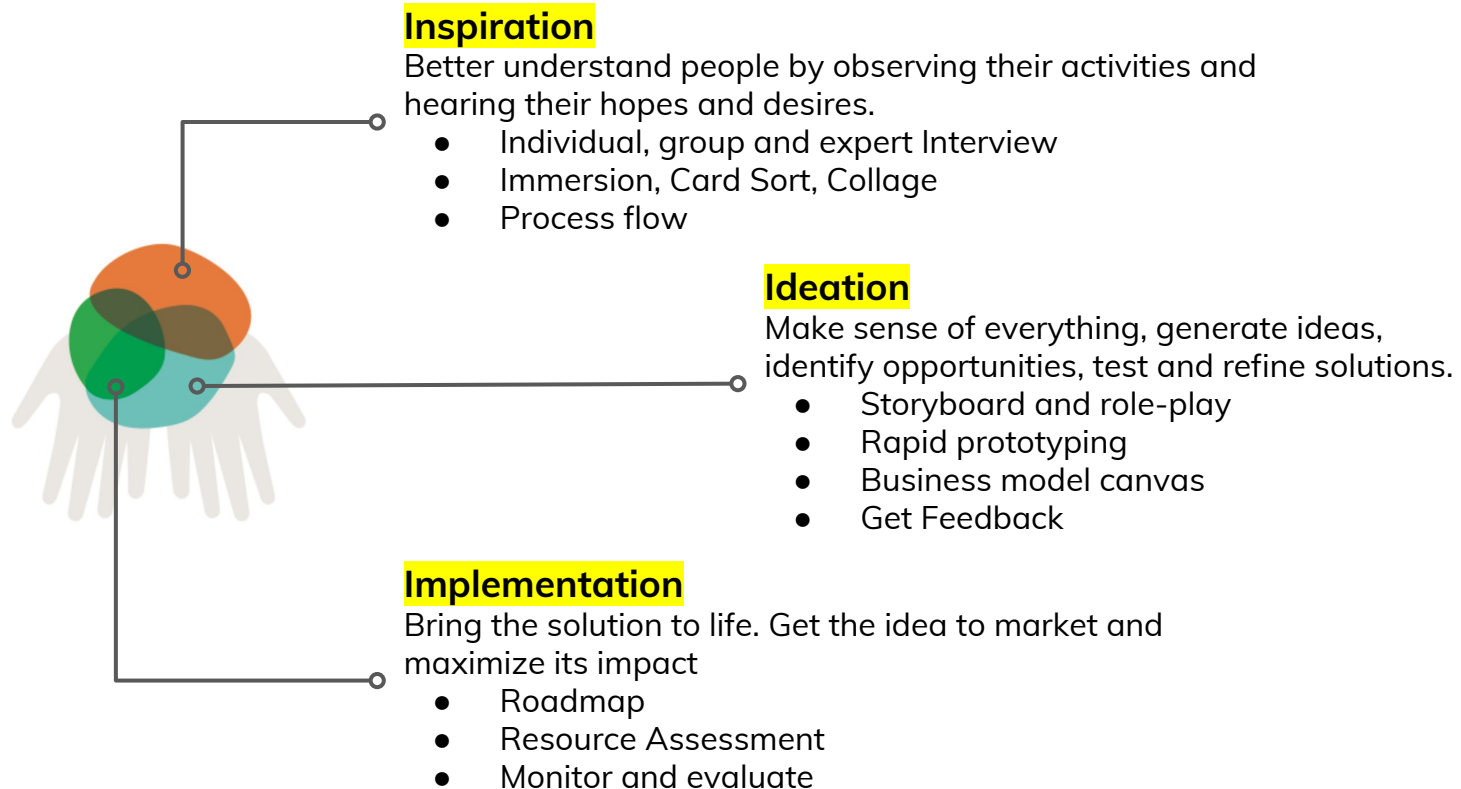


To be sustainable, you need to balance between the solutions that are desirable, feasible, and viable.

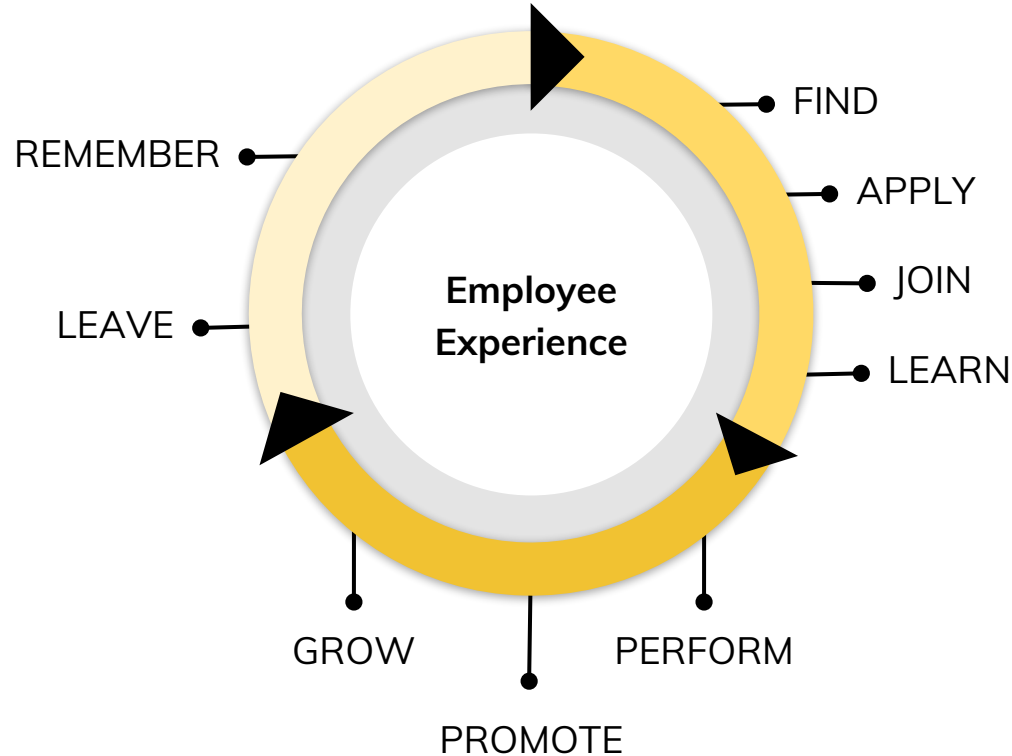
Start with

- Human elements: their hopes, fears, and needs, to quickly uncover what's most desirable.
- Technically feasible to actually implement, and
- Solutions that are financially viable.

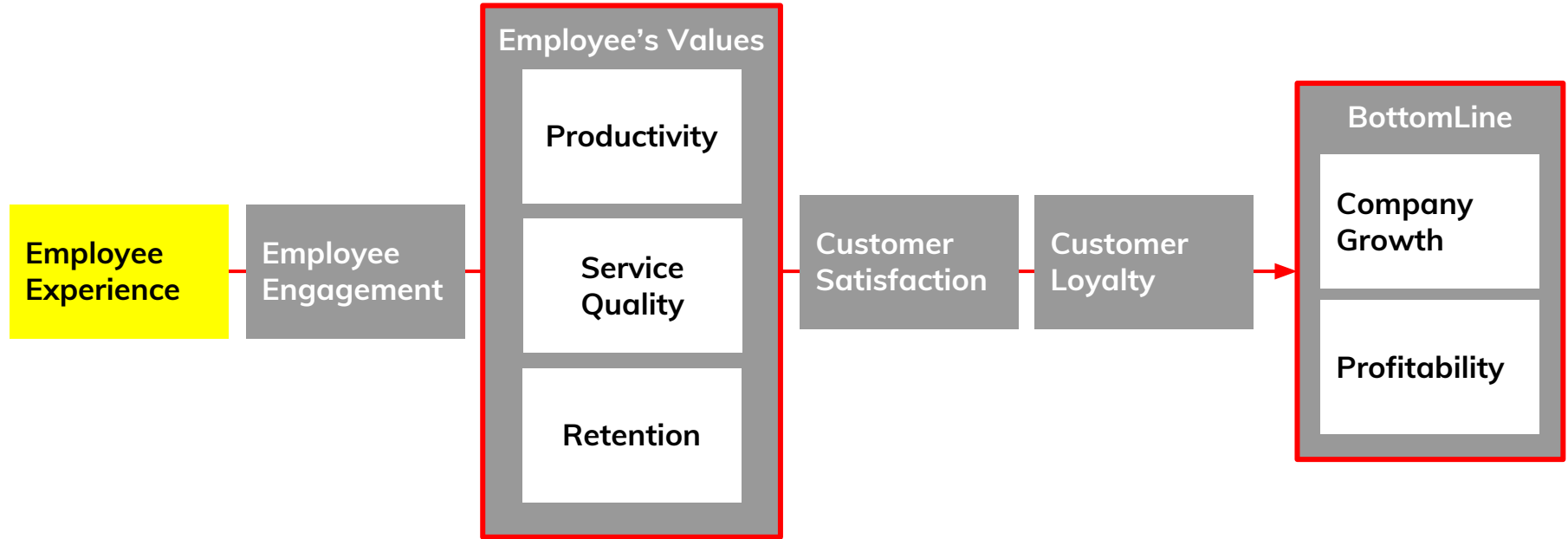
... **using** human-centered design methodologies ...



... throughout different touchpoint of **employee experience**



Because a well-designed Employee Experience is **the driver** of employee's values and improved organisation bottom line

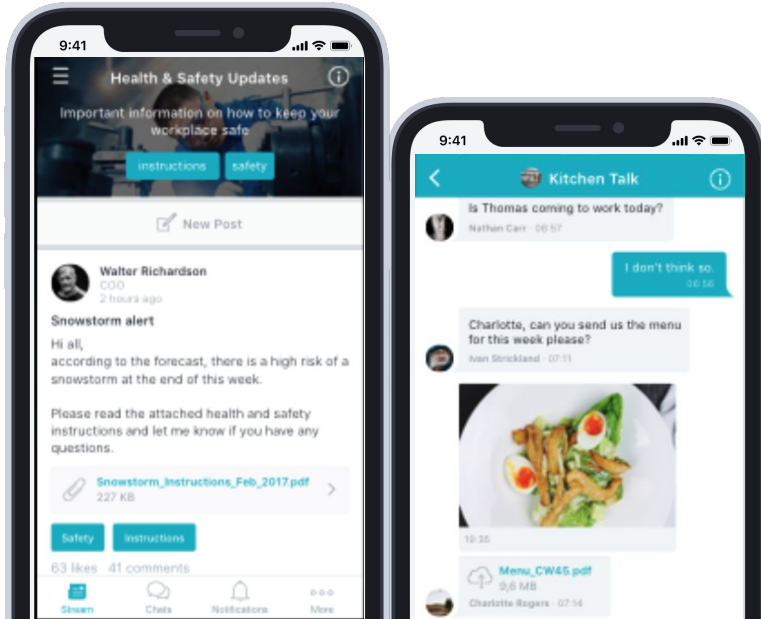


Source: Adaptation of "Putting the Service-Profit Chain to Work", HBR Aug 2008



3. PRODUCT SOLUTIONS THAT SUPPORT HR TRANSFORMATION

Connect Everyone in your organisation in a single platform to make communication a breeze



- **Distribute** company news, updates, and protocols
- **Motivate** employees and celebrate achievements
- **Send** 1:1 or group messages without email or phone numbers
- Easily **share documents**, links, pictures, and videos
- **Increase productivity** and shorten response times

Allow people to **Reward and Recognize** others when they do good job

1. Who are you rewarding today?

FIRST NAME	LAST NAME	EMAIL
Amy	Adams	Amy.Adams@gmail.com

2. Choose reward level [Preview Experiences](#)

							
Ivory	White Gold	Indigo	Tiburon	Emerald	Ruby	Aviator	Iconic

3. Tell them why you're rewarding them

ACHIEVEMENT

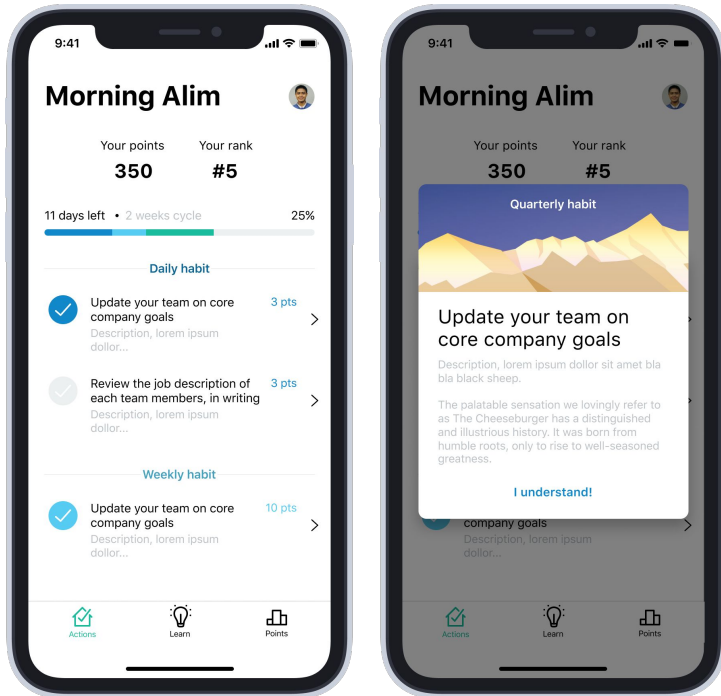
Congrats on being selected as our March Employee of the Month! Enjoy planning an awesome experience with Blueboard

PERSONAL NOTE

i.e. I really appreciate you taking the leadership this month to not only driving the top sales results but also for helping the rest of the team stay motivated. Congrats again!

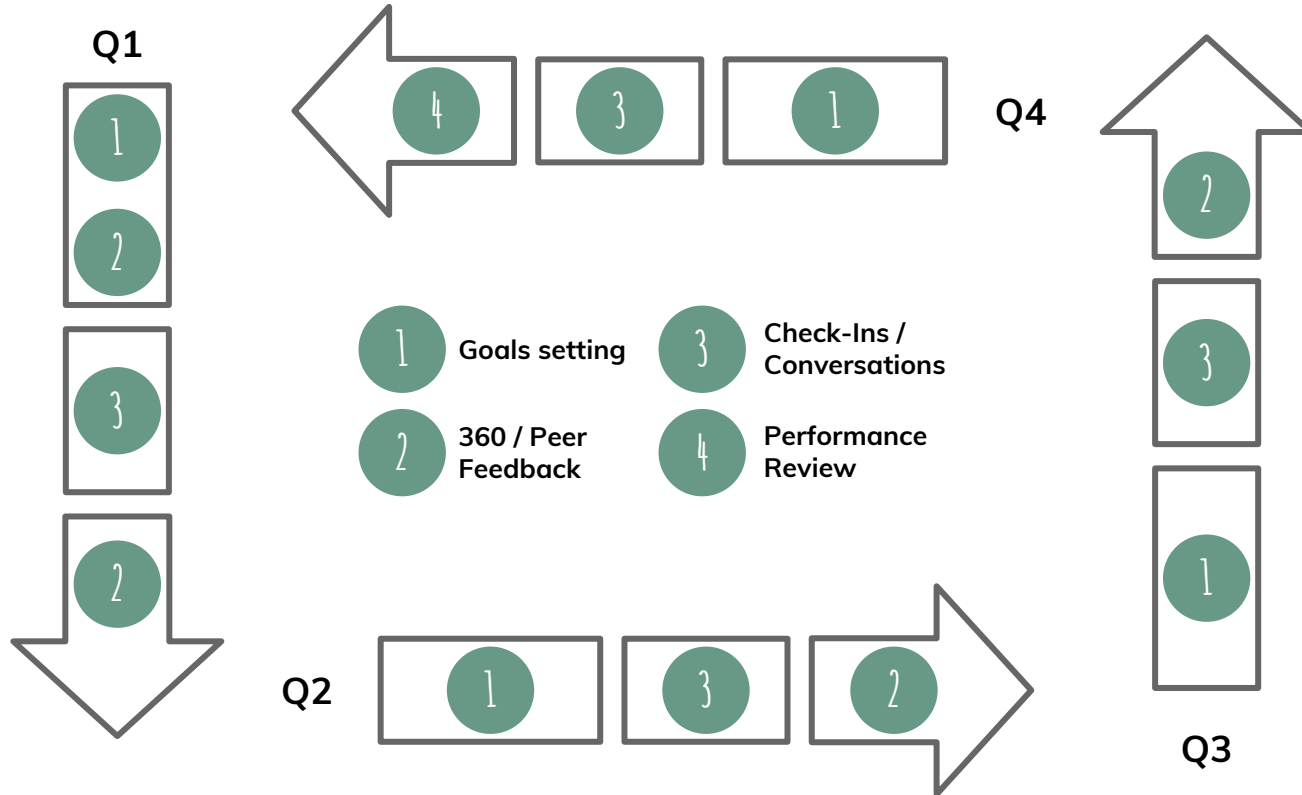
- **Encourage** good behaviours and company values
- **Empower people to recognize** other people by giving points for good behaviours
- **Build** a sense of teamwork and ownership

Create Positive Leadership Habit for managers and executives



- **Define** the right behaviours and habit
- **Collect** individual and team data through survey
- **Provide** tailored action plan based on the data
- **Deliver** bite-sized learning content
- **Reminders and Gamification** Points
- **Track** progress

Define and Track Performance Continuously with continuous performance management system



Use Next Gen HRIS that focuses on the employee experience to enable HR to support and set the employee for success

1 Employee Information

2 Organisation Structure

3 Leave Management

4 Time Attendance

5 Payroll Management

6 Recruitment

7 Manpower Planning

8 Talent Management

9 Analytics



Q&A



TAKEAWAY

1. SHIFT FROM HR TO EMPLOYEE CENTRIC

2. ENGAGE STAKEHOLDERS FOR SOLUTIONING

3. LEVERAGE TECHNOLOGY TO HELP YOUR TRANSFORMATION



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