Harbinger Group

HRTECH
TRENDS 2024
TECHNOLOGY INNOVATION FOR THE FUTURE OF HR

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INTRODUCTION

With 2024 just around the corner, it's time for organizations to watch out for the latest HR technology trends. Why? Because keeping an eye on the top HR technology trends will help organizations understand the changing workplace dynamics and optimize their HR technology-investment. This will help organizations build a robust HR strategy, accelerate HR operations, improve **employee experience**, foster people development, and maximize business growth.

According to Gartner, **56% of HR leaders say their HR technology solutions and strategy are unable to meet their existing and future business requirements.**

This statistic points toward a dire need to analyze HR technology adoption and its impact on future organizational priorities.

Our HR technology trends 2024 guide will help you make the right decision and plan a successful technology-forward HR strategy. We will explore some of the most important HR technology trends that have the potential to shape the future of HR in 2024 and beyond. Let's begin!

What is HR Technology?

HR Technology refers to the use of digital tools and systems to manage and optimize various aspects of HR management within an organisation. It encompasses a wide range of software solutions designed to streamline HR processes, enhance employee experience, and support strategic decision-making.

Recent advancements in HR technology like AI integration, data-driven HR, employee experience platforms, and hyperautomation can help HR professionals overcome complex HR challenges with utmost precision.

Why HR Leaders Need to Adopt HR Technology

The adoption of HR technology is imperative for HR leaders seeking to optimize workforce management and maximize HR capabilities. It can help them stay competitive, foster innovation, and build a workplace that meets the evolving needs of organization and its workforce.

Here are some significant reasons why HR leaders should embrace HR technology.

- Enhanced HR and business efficiency
- Data-driven decision making
- Automated hire-to-retire workflow
- Improved employee experience, engagement, and retention
- Streamlined HR processes
- Simplified compliance and risk management

How to Align HR Technology
with Business Value

1. Use technology to improve and deliver on employee experience
2. Implement AI to enable evidence-based HR
3. Cut overhead costs by optimizing HR technology portfolio
4. Use modern technologies to facilitate talent agility
5. Leverage predictive analytics for strategic workforce planning
6. Integrate mobile solutions to enhance connectivity and workflows

Top 7 HR Technology Trends to Track in 2024

HR technology trends highlight transformative solutions, approaches, priorities, and strategies that can revolutionize the way businesses operate. Paying attention to and embracing these advancements will help HR teams accelerate digital transformation and resolve complex HR challenges head-on.

1. Technology to Build Reliable Employee-Employer Relationship

One of the most critical HR technology trends for 2024 is enabling mutual trust between employees and employers with the use of technology. Fostering a culture of trust helps businesses build a transparent and responsive digital HR ecosystem.

Gartner research on strategic priorities for recruiting leaders highlights a disparity in trust levels between employers and employees. While **63%** of organizations trust their employees, **53%** of employees trust their organizations.

In this digital era, where the workforce is increasingly diverse, dispersed, and digitally connected, HR technology plays a pivotal role in fostering a sense of trust and collaboration between employees and employers.

The implementation of advanced HR technology facilitates transparent communication, streamlined feedback mechanisms, and personalised employee experiences. From performance management platforms to employee engagement tools, these technologies help bridge the gap between employer expectations and employee needs, ultimately strengthening their bond.

2. Technology to Address Skill Shortages

Addressing the lack of skills with the help of technology is among the predictable HR technology trends for 2024. Organizations are already facing various challenges in identifying and retaining talent with the right skill sets. According to ManpowerGroup, nearly **77%** of employers face difficulty in filling job vacancies. But thanks to HR technology, such challenges can be mitigated.

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ManpowerGroup

As industries undergo rapid transformations and the demand for specific skills evolves, HR will need to utilize technology to identify and close the skills gap. HR can leverage advanced analytics and machine learning capabilities to forecast future skill needs, empower employees to upskill or reskill, and build a more agile workforce.

Businesses can harness the power of **recommendation engines** to automate talent-to-role matching and supercharge HR to find candidates who best match the required skill sets. With this strategic approach, HR teams will not only be able to address immediate skill shortages but also position their organizations to thrive in 2024.

3. Technology to Prioritize Learning and Development

Learning and development technology for leaders, managers, and employees will emerge as one of the most crucial HR technology trends for 2024. According to Gartner, 66% of HR leaders say career paths within their organizations don't appeal to many employees. Moreover, less than 1 in 3 employees know how to advance their careers in the next five years.

As per HR technology trends for 2024, HR teams will need to shift from traditional learning and development programs and outdated career paths to agile and adaptive career recommendations by using technology. They can invest in technologies like people development to create personalized learning pathways and succession planning.

According to Gartner, **66% of HR leaders** say career paths within their organizations don't appeal to many employees. Moreover, **less than 1 in 3** employees know how to advance their careers in the next five years.

People development technology will play a significant role in employee training and development. As part of HR technology trends for 2024, its other use cases to look out for include:

- Engaging and interactive learning and development with enhanced accessibility and flexibility
- Upskilling and reskilling using multiple modalities while maintaining SCORM and xAPI standards
- Linking performance management to learning and productivity
- Providing continuous feedback
- Generating data-driven insights

HR can also utilize technology to practice iterative career management and internal mobility with these aspects: develop job-to-role career paths that accommodate employees' long-term goals, create searchable career portfolios to facilitate seamless career transitions, and create job roles that help employees advance their expertise and experience.

In the contemporary workplace, HR and employee touchpoints refer to the various interactions employees and HR professionals have with HR technology, processes, and tools. It encompasses the entire hire-to-retire workflow.

Our list of HR technology trends for 2024 will be incomplete without mentioning the importance of underlining HR and employee touchpoints. Addressing these touchpoints will not only improve employee engagement but also augment HR operations.

For example, HR professionals can drive digital transformation through technology by using **HR chatbots** that can cover the complete employee lifecycle. Be it answering initial queries during recruitment, facilitating onboarding processes, providing real-time support for HR-related inquiries, or assisting in employee off boarding tasks.

Implementing AI in HR stands among the most considerable HR technology trends for 2024. Utilizing the capabilities of **AI-powered solutions for HR** can automate various HR functions, improve workforce productivity, and maximize HR capabilities.

AI in HR can transform the way HR operates and performs routine tasks. According to The Society for Human Resource Management, **89%** of enterprises use or plan to use AI to hiring.

Another report by Gartner reveals that **68%** of executives say the benefits of AI outweigh the risks, and **72%** of HR leaders plan to use AI technologies like Generative AI for HR operations.

With Generative AI, businesses can automate certain HR workflows. HR professionals can use Generative AI, large language models, and ChatGPT to accelerate HR processes and revolutionize HR strategies. They can use AI models and transformers to automate skills gap analysis.

Harbinger recently helped a global technology company automate recruitment by integrating GPT API, natural language processing, and AI-based model. Our solution automated candidate screening and shortlisting, reduced time-to-hire, and improved candidate quality. To know more, **download the success story.**

Our iContent framework, powered by Generative AI technologies, has been instrumental in automating HR operations for global businesses. It can help HR professionals with automated content translation, transcription, summarization, ID creation, resume parsing, candidate matching, interview screening, evaluation, question generation, nudge-based learning reinforcement, and video skimming.

Choosing the right HR technology is one of the top HR technology trends for 2024. As businesses evolve, the demand for effective HR technology solutions continues to grow. The right HR technology can streamline processes, enhance employee experience, and drive overall organizational success.

This trend emphasizes the importance of carefully selecting HR technology solutions that align with an organization's unique needs, culture, and goals. It may include **digital product engineering**, AI, and UI/UX solutions emphasizing AI-enabled skills management, responsible AI, Generative AI for HR, internal talent marketplaces, and employee experiences technology for frontline workers.

HR professionals can also benefit from custom integrations related to human capital management systems, human resources information systems, applicant tracking systems, learning management systems, and content management systems.

Additionally, businesses need to collaborate with an experienced **HR technology partner**. It will help them choose and implement HR technology that is competitive and can successfully contribute to workplace productivity.

2024 will observe workplace changes driven by technology that will impact the future of HR like never before. That's why managing workplace changes is one of the biggest HR technology trends HR professionals should keep an eye for in 2024.

According to Resume Builder, 90% of companies will introduce return-to-office policies in 2024. Another report by Buffer says that 98% of employees sometimes want to work remotely. These figures clearly indicate the growing affinity of employees toward flexible shifts, autonomy, and work-life balance.

Managing workplace changes demands introducing business-centric technology solutions, such as dedicated **onboarding and learning**, workflow automation tools, integrated communication platforms, and AI-based talent management systems to ensure a seamless employee experience.

HR professionals need to adeptly address scenarios like international migration through cross-border employment considerations. They need to use digital onboarding and learning tools and AI-based remote workforce management system to tackle the fluctuations across remote working opportunities, hybrid working arrangements, decentralized workplaces, and frictionless work settings.

After knowing the biggest **HR technology trends to follow in 2024**, it is time to gather valuable insights to maximize HR and business productivity. We interviewed two industry experts and collected pertinent answers to questions about the evolving HR technology landscape. The conversation shed light on how HR technology trends and advancements will shape the **future of HR** in 2024.

Expert Insights on HR Technology Trends 2024 | Tracie Sponenberg

Meet our first industry expert – Tracie Sponenberg, Chief People Officer at The Granite Group, a full-service wholesale distributor of plumbing, heating, cooling, water, and propane supplies across New England.

Let's hear what Tracie says about HR technology trends 2024 and their impact on the future of HR and business.

Tracie Sponenberg in
Chief People Officer
The Granite Group

1. What do you think would be the top HR technology trends for 2024?

The biggest trend in HR technology in 2024 will be the same as 2023 - Generative AI. 2024 will be the year we see AI integrated into those solutions that have lagged. We'll also see it get better, faster, and more accurate, giving HR professionals a little more confidence to use these solutions as tools to help co-create an incredible employee experience.

2. Which HR technology solutions are expected to gain traction in 2024?

I expect to see more HR technology companies adopt AI as coach models, as well as significant AI-assisted enhancements to the employee experience. I would love to see more HR technology companies focused on mental health awareness.

3. What will be the future role of AI, including Generative AI, in HR?

It will be enhanced for the excellent tool that it is. And it is just that - a tool. Just as Microsoft launched "Copilots" at the end of 2023, other companies will continue to adopt this practice, allowing all of us - not just HR - to work alongside digital assistants that will help us manage our time, work more efficiently and productively, and focus on the work that requires human interaction.

4. What will be the key factors to consider to successfully implement AI in HR?

First and foremost, those interested in implementing AI in HR in some form must understand it. Not just the technology used but also the ethical implications.

5. What should HR expect to change in the recruitment landscape come 2024?

I've read a lot of recruitment landscape predictions these past few years, and it has been a challenging time to forecast what we're going to see. However, one thing is for sure. Despite CEO's mandating return-to-office, the work landscape has forever changed. The balance has forever changed. Employers must adapt to the new world of work or risk a significant challenge in hiring and retention. Work is a partnership, and it will need to be treated as such by employers.

6. Will EX take center stage in the world of HR technology? If not, what else?

We've seen employee experience take center stage over the last few years. Will it remain there? I think so, but it will look a bit different. I often describe what we can expect from work in the coming years as "choose your own adventure." More and more executives (and non-execs) are choosing to go fractional, working for themselves. More and more employees want the same and don't want to be tethered to a traditional 40+ hour job anymore. Whatever the new employee experience looks like, it must factor that in.

7. What will the future of HR and work look like in 2024?

We'll continue to see Generative AI change what work looks and feels like. Compliance, while still important, will largely make way for compassion in the world of HR. I have said this for a couple of years, but I truly hope that 2024 is finally the year where we move from paper-first to people-first in the world of HR and work. After all, we do not have companies without people. We create great customer experiences, but are we doing the same with our employee experiences? Let's start now.

Expert Insights on HR Technology Trends 2024 | Shyam Bhojwani

Moving on to our next expert — Shyam Bhojwani, Director of Business Technology and Cybersecurity Ops at Workato, the leading integration and automation platform built for IT and businesses.

Discover what the future of HR will look like as Shyam highlights the importance of HR technology trends 2024 and how HR and businesses can make the most of it.

Shyam Bhojwani in
Director, Business
Technology & Cybersecurity Ops
Workato

Q1. What do you think would d be the top HR technology trends for 2024?

Generative AI and HR Hyperautomation with the goal of providing integrated and frictionless experiences for employees and HR personnel. The Generative AI buzz will continue to revolutionize the economy and the way we operate business, including the HR vertical, with the idea of getting content summarization at your fingertips.

Generative AI to be the UI layer to generate content for job descriptions, summarize prompts raised by users, enable auto response and resolution for HR service management tickets, create more engaged learning and development content, and drive pro-active feedback and performance management based on data generated from corporate systems like slack and google documents.

Hyperautomation is all about automating end-to-end processes and not just individual tasks. When it comes to HR, this approach automates the complete process – ATS > HRIS > Onboarding > Employee Engagement > Offboarding Process. Combining the two technologies leads to an integrated and frictionless experience overall, which will be a major trend to watch out for in 2024.

Q2. Which HR technology solutions are expected to gain traction in 2024?

Since 2020, there has been a focus on automation, and in the last 12-15 months, Generative AI has been stealing the headlines. Now that these models are progressing towards some maturity and governance, 2024 is going to be all about safe applications of these models, specifically within the HR space.

Within the HR space, from a technology perspective, the main area of focus could be around **Employee Retention** and its related spaces, such as:

HR Technology within the Learning and Development

Technological innovations are constantly reshaping the world and inspiring people to pursue new skills. Having said that, the learning and development vertical will see major traction as organizations are looking to keep their existing employees engaged and train them on new technology and business needs.

To achieve this, organizations require new, engaged, and creative career ladder plans, including learning new skills, acquiring new business and technology certifications, and growing with the organization.

HR Technology for the Feedback Loop

Gone are the days of taking manual survey feedback and using the results to tell a story. With AI and Generative AI, it is now possible to get feedback in new ways. Consider capturing feedback from a developer role using the # of story points closed along with the lines of code committed.

With Generative AI, HR can capture real-time feedback based on past data around why there is a sudden decrease in productivity or what's working well. Rather than making feedback as the last step, it could be an ongoing proactive session, summarized for department heads and executives.

Q3. What will be the future role of AI, including GenAI, in HR?

AI and Generative AI are already transforming the HR space, but there is still some hesitation to use them for all HR use cases. Why? Because of the bias factor and adherence to the ever-changing employment and data rules and regulations.

I expect more and more organizations to adopt Generative AI models so that they can get zero-day retention and stay compliant. These private Generative AI models can be trained on organization-specific HR Data, including objectives and key results, to provide the output needed for running day-to-day HR operations.

These operations may include hire-to-retire lifecycle, learning and development, running automated scenario plannings for re-org, mergers and acquisitions, and quarterly and annual performance reviews based on the goals defined at the company, department, and sub-department level and how best is tied to individual performance.

Q4. What will be the key factors to consider to successfully implement AI in HR?

Any new emerging technology at first sounds exciting and requires a methodical approach before deploying it across the organization. I think AI is no different. Before doing a big bang rollout, it is critical to understand the legal, compliance and security considerations alongside the actual use of emerging tech for your business and departments.

Here are some recommendations specific to the HR space:

- Identify what are the current HR processes within recruitment, onboarding, employee learning and development, and employee engagement, including intra-transfer within cross departments. Which of these processes are automated on a task-by-task basis and using this to identify what can benefit from hyperautomation (end-to-end process automation).

- If already automated, what sort of data and content is already being tracked and generated across these processes.

- Is there a need to build specific individual models or leverage vendor-specific AI capabilities to reduce the technological debt.

If too many vendors have their own specific offerings, is there a need for a specific wrapper like a GPT workbot that can connect the output of these vendor-specific AI offerings. Whether there is a need to build a specific GPT workbot that trains on organization-specific HR Data.

Avoid AI duplication of effort as much as possible by having a standardized AI review board that can review the AI use case within the HR Team. Ensure there is no data compromise and the AI deployment is being done as per the security and legal standards.

With any project, **Start Small -> Iterate -> Scale -> Monitor**. The same logic applies to AI deployment

As people adopt GPT for day-to-day operations such as creating resumes and cover letters, applying AI for specific positions with the right keywords to align with the job description would be one significant change in the recruitment landscape from a job seeker perspective.

On the other side, the recruitment space has gone through a major transformation in the last decade with the advancement of automation. It may include the use of traditional AI and now Generative AI within recruitment space for auto scanning of job descriptions for specific issues or problematic language and scanning resumes or cover letters to automatically perform initial matching based on certain keywords.

Moreover, tag and match scores generated by AI would be a great improvisation to cut time and resource waste. Candidate engagement, sourcing, and talent pipeline are other verticals that will see a major transformation with Generative AI workloads.

Generative AI workloads will be used to automate candidate engagement and answer frequently asked questions. These workbots will provide recommendations on interview scheduling and **AI-generated personalized content** for engaging passive roles and building the future pipeline.

Prompt engineers, AI, and data roles will continue to be the hottest skills in the market. Recruitment teams will focus on hiring for these key roles to meet the business demands and provide seamless interview and hiring experience.

There needs to be extra caution imposed to avoid any bias during the auto-reverse process of resumes and job application material. It is important to still have humans in the loop to validate the output from these large language models.

Employee experience and productivity have always been the focus. In the last couple of years, with the pandemic remote world situation, the emphasis has been on empowering employees with the right tools (systems). The aim was to reduce the context switching across hundreds of systems and be able to meet individual goals that contribute to the department and company-specific goals.

There has been a lot of buzz around automating the complete employee experience lifecycle from providing seamless interview experience to remote onboarding. It is essential to ensure the right asset (laptops) gets delivered to the new hire on time, along with access to systems and applications, without the need to raise these requests explicitly.

Employee Experience with Productivity Focus

Too many systems with the same or different flavors of data can be overwhelming. It impacts overall mood and productivity, specifically for new hires. They are still trying to learn about the organization's team culture and settle down. Having them raise requests and hop between multiple systems definitely needs to be avoided.

As a security practitioner and business technologist, I believe experiences should always be people-first. Technology and data be the glue to enable them with what matters for them the most.

For example, it is important to provide new hires with customized information on what needs to be done on the first day, week, and month. Take the same example of an application developer or software engineer. We are in a skill-based market, and it is super critical to ensure your new hire engineers/developers are getting the right system access to tools like GitHub, Atlassian, and Confluence.

Therefore, they can complete their specific access within the first couple of hours and get up and running within the first days. Keeping them engaged is super important and again ties back to creating delightful and specific role-based experiences.

Employee experience is a constantly evolving space. The introduction of Experience Level Agreements (XLA) within the ITIL (Information Technology Infrastructure Library) framework not only focuses on service level agreements or objectives but prioritises experiences.

For instance, how many follow-up requests were raised by a new hire, and how much time was spent providing access for developers and engineers on Day 1 or Week 1? Use that metric to identify what is working and what can be improved.

The industry is moving away from remote only to a hybrid setup. More and more companies are requesting employees to work from the office at least a few days per week. Delivering connected experience, be it for employees or back office teams such as HR and IT, is becoming crucial.

In the last year or so, the main theme has been around Generative AI and how this impact the HR field. Now that everyone understands the impact of Generative AI, I anticipate HR Teams to adopt it for defined use cases such as:

- Skills-based hiring

- Performance review evaluation

- AI for analysing interview recordings and culture fit.

- Compensation validation based on not just static data and reports but dynamic recommendations based on the 'N' number of dimensions.

Generative AI will complement the 'Future of Work' in a way rather than working on tens and hundreds of systems and spending time on data gathering and transformation and automating only point-to-point tasks.

Generative AI-led hyperautomation can provide a single UI that is an input layer to enter prompts/inputs and get the summarized information along with the option to trigger an automation to close the loop.

Future of Work is also moving towards having team-level agreements that will boost post practice or component-based agreements that allow teams/departments as a whole to hold themselves accountable too goals and cross-team deliverables.

Navigating The Future of HR Technology

As of 2023, **96%** of HR technology leaders report a notable increase in requests for HR technology services within their teams, with **94%** observing that the nature of these requests has become more intricate and demanding.

To successfully navigate and meet such overarching requirements for HR technology services, HR professionals need to modernize their HR technology roadmaps. They need to consistently measure progress and fine-tune their roadmap in accordance with the organizational needs.

HR professionals can use the below framework
to evaluate the impact and adoption of HR technology.

Technology Adoption in HR	HR Technology Roadmap
Differentiate between fact and fiction	Re-evaluate business results
Discover the capabilities of HR technology	Update requirements and conduct a gap analysis
Evaluate and measure performance against predefined success criteria	Review market trends and assess the right solution
Align technology initiatives with strategic objectives	Gauge performance and adjust plans

END NOTE

The continuous evolution of HR technology products and solutions underscores the need to harness the power of innovation and automation to create workplaces of the future. Organizations that embrace the aforementioned trends and invest in cutting- edge HR technology will be better positioned to identify, attract, engage, develop, and retain top talent in the dynamic and competitive landscape.

Yes, no one can tell how the future of HR may turn out to be. However, taking the necessary steps and strategic planning can enable HR professional to seamlessly integrate, level up their HR game, and stand against all odds.

If you want more insights on HR technology trends for 2024 or seek dedicated assistance to build HR technology products that transform the future of HR, write to us at **contact@harbingergroup.com**

Our HR technology experts would be more than happy to help you achieve your business goals.

About Harbinger Group

Harbinger is a global technology company that builds products and solutions that transform the way people work and learn. For 30 years, we have been innovating alongside organizations that are in the people business—serving the Human Resources, eLearning, Digital Publishing, Education, and High-Tech sectors.

At Harbinger, we understand that building a great product requires in-depth knowledge of the user, the nuances of the business, and expertise in technology. That is why we provide both end-to-end Product Development and Content Creation services.

Our pedigree in eLearning and building next-generation products has fostered a culture of continuous learning. We experiment with new technologies, easily embrace new ideas, and creatively apply them to our customers' products.

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Transforming the Way People Work and Learn

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