



FIVE TOP HR CHALLENGES AND HOW
AN AUTOMATED HR CASE MANAGEMENT
SOLUTION CAN BEAT THEM

Introduction

Today's enterprise human resources organization is confronted with challenges that previous generations could never have imagined. HR's roles and responsibilities are constantly being pushed, pulled and redefined. So are the expectations that the C-suite is placing on HR leadership. The forceful trends buffeting HR vary, from the ever-evolving demographics of the workforce to the nearly continuous advancements in technology.

It's enough to make HR leadership run for cover. Instead, HR should take a fresh look at the power and benefits of an automated HR help desk (aka the HR case management solution or system). A fully featured HR help desk can be an ally to HR in more ways than may seem obvious. It can help alleviate, if not totally overcome, five of the most pressing challenges facing HR today.

This paper from LBi Software succinctly describes how an automated HR help desk can help HR in the battle to:

1. Get actionable analytics from Big Data
2. Heighten employee engagement and build community
3. Implement the "right" HR philosophies and enhance HR's role as a business partner in the organization
4. Improve HR productivity
5. Reduce risk, strengthen policies and ensure data security

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**HR Challenge:
GET ACTIONABLE ANALYTICS
FROM BIG DATA**

Today's business systems create mountains of data. HR systems are no exception. Nor is the HR organization immune from leadership's growing demand to mine that data and transform it into analytics that can help drive business decisions.

In his May 2011 review of a weeklong conference, Impact 2011: Building the Borderless Workplace, Josh Bersin wrote, "I'd be remiss if I didn't mention the focus on HR measurement, metrics and analytics throughout the conference."¹

In fact, developing and applying measurement strategies that "ensure efficiency, effectiveness and business alignment" is among the 10 best practices of "high-impact HR organizations," according to research by Bersin & Associates (now Bersin by Deloitte).² These HR organizations provide data that illustrates "clear connections between the efforts of both the HR function and individual people."

With its rich analytics and easily accessible executive dashboard, a fully featured help desk gives HR the technologies and skills to become more data-driven. LBi HR HelpDesk, for example, allows HR to systematically gather and analyze data that it can then translate into practical, business-aligned insight and measurable impacts.

An automated case management system can also pool its data into a data warehouse or "data mart" – a virtual repository of employee concerns and grievances across the company. This data allows executives to quantify the degree to which various employee issues are affecting productivity and performance. For example, leadership can easily correlate an increase in labor-related disputes handled by the HR help desk to a drop in production over a specific period.

¹ Bersin, Josh. Developing HR! A Battle Cry at Bersin & Associates Impact Conference. May 6, 2011. <http://www.bersin.com/blog/post/Developing-HR!-A-Battle-Cry-at-Bersin--Associates-Impact-Conference.aspx>

² Harris, Stacey. The Top Best Practices for the High-impact HR Organization. Bersin by Deloitte. 2010. To purchase the report, visit <http://www.bersin.com/Practice/Detail.aspx?docid=13452&mode=search&p=Human-Resources>

*A fully featured help desk gives HR the **technologies** and **skills** to become more data-driven.*

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**HR Challenge:
HEIGHTEN EMPLOYEE ENGAGEMENT
AND BUILD COMMUNITY**

Another best practice that Bersin by Deloitte identified among high-impact HR organizations is applying technology that includes “community-building and self-service elements.”

“HR functions with user-friendly client systems are regarded as twice as effective and efficient as functions that do not invest in this advantage,” the research found.³

Naomi Bloom, managing partner at Bloom & Wallace, a consulting firm specializing in the application of HR technology, has put it this way: “Increasingly, HR leaders are starting with the desired business outcome and working backward from there to answer questions, rather than starting with the question of what to automate.”⁴

An automated help desk that combines user-friendly self-service and an understanding of HR processes can integrate and streamline employee interactions around HR, payroll, recruitment, talent management

and benefits. The result is that employees and business partners can help themselves and also connect as part of a community, knowing that any concerns they raise are centralized with others.

The employee portal in LBi HR HelpDesk, for example, requires no training. It has proved to be quickly and successfully adopted by employees. HR, meanwhile, can almost instantly give the larger organization a measurable benefit through the data that the system tracks and analyzes.

*Employees and business partners can help themselves and also **connect as part of a community.***

³ Harris, Stacey. The Top Best Practices for the High-Impact HR Organization. Bersin by Deloitte. 2010.

To purchase the report, visit <http://www.bersin.com/Practice/Detail.aspx?docid=13452&mode=search&p=Human-Resources>

⁴ Mashable.com. Five Challenges for Human Resources in a Digital World. March 23, 2011. <http://mashable.com/2011/03/23/digital-hr-challenges/>

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**HR Challenge:
ENHANCE HR'S ROLE AS A BUSINESS
PARTNER IN THE ORGANIZATION**

HR has the potential to act as an effective liaison among business leaders. It's a role that the C-suite is increasingly asking HR to accept and one that high-impact HR organizations are willing to assume.

A highly effective HR organization can use this role "to advise senior business leaders [by] focusing on decision support, workforce planning, leadership development and executive coaching," concluded Bersin by Deloitte, in its research into high-impact HR organizations.

Consider talent management. An automated HR help desk gives HR leaders a wealth of features that can heighten its role as a business partner around this increasingly important topic. The help desk empowers HR to collect, archive, retrieve and analyze myriad interactions between employees and HR.

With that data, said Richard Teed, president of LBi Software,⁵ HR can "detect patterns of issues that are systemic within the organization and may lead to larger problems – and that would otherwise probably go undetected."

That is, trends that show up in the analytics of HR cases cannot be uncovered by simply reviewing individual employee records.

*The help desk empowers HR to collect, archive, retrieve and analyze myriad **interactions between employees and HR.***

⁵ For a more detailed look at the role HR case management can play in talent management, see HR Case Management Enhances Talent Management by Richard Teed. HR.com. Nov. 28, 2011.

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HR Challenge:
IMPROVE HR PRODUCTIVITY

Every part of every enterprise organization today is being forced to do more with less. That's not going to change – especially for HR. With the new technologies HR has at its fingertips and the ever-growing amount of information it must handle, the pressure on HR to expand its role is even greater.

An HR help desk helps improve HR productivity and frees HR leaders to spend more time on strategic initiatives. Period.

At the very least, a quality case management system allows HR to smoothly and efficiently centralize and manage huge amounts of information. The new term for this in the digital world is “information curation.”

HR technology expert Bill Kutik said that while curation is an “awfully fancy word,” HR is in dire need of automated systems to help it select from among countless information sources and to skillfully collect and manage that information. Having an automated system to help HR handle this can save valuable time.

As Kutik says, relying on “what our friends link to on Twitter” is not going to solve the problem of determining what material is of high quality and deserves HR's attention. “Happily,” he adds, “people are working on technologies to solve the problem.”⁶

Studies have shown that an effective deployment of an HR case management system can reduce unnecessary calls into HR by as much as 75 percent. This significantly cuts the time that HR representatives spend handling employee concerns and frees them to perform work that is more strategic to company goals.

An HR help desk can also improve HR productivity by helping make information delivery across the entire enterprise more consistent. If it provides unflinching and detailed audit trails and reports, as LBi HR HelpDesk does, the system can also help shorten the resolution time of HR cases and free HR to focus on more strategic concerns.

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⁶ Mashable.com. Five Challenges for Human Resources in a Digital World. March 23, 2011. <http://mashable.com/2011/03/23/digital-hr-challenges/>

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**HR Challenge:
REDUCE RISK, STRENGTHEN
POLICIES AND ENSURE DATA SECURITY**

We live and conduct business in an increasingly litigious society. We all know that. At the same time, businesses are increasingly in the crosshairs of various state and federal agencies responsible for enforcing everything from fair hiring practices to safety in the workplace.

An HR help desk is the antithesis of the old way of responding to government audits and legal action. Then, managers and administrators had to almost manually piece together disconnected sources and chains of communication related to a grievance – emails, phone messages, printed forms and other sources.

*A quality system also has the level of security to **ensure privacy and confidentiality** in the HR environment.*

An automated HR help desk, by comparison, offers an audit trail for every case, including all of its related documents and communications. A quality system also has the level of security to ensure privacy and confidentiality in the HR environment.

LBi HR HelpDesk, for example, provides mission-critical security measures that ensure absolute confidence in the system. Measures include dedicated-server hosting (no shared hardware); in-transit and at-rest data encryption; intrusion detection; firewall support; daily and off-site backups; off-site/off-grid failover support; and more.

The bottom line is that an HR help desk should be able to put a virtual lockdown on the data it holds. Data is protected from unauthorized eyes, and corporate HR is assured of the ultimate in privacy and confidentiality.

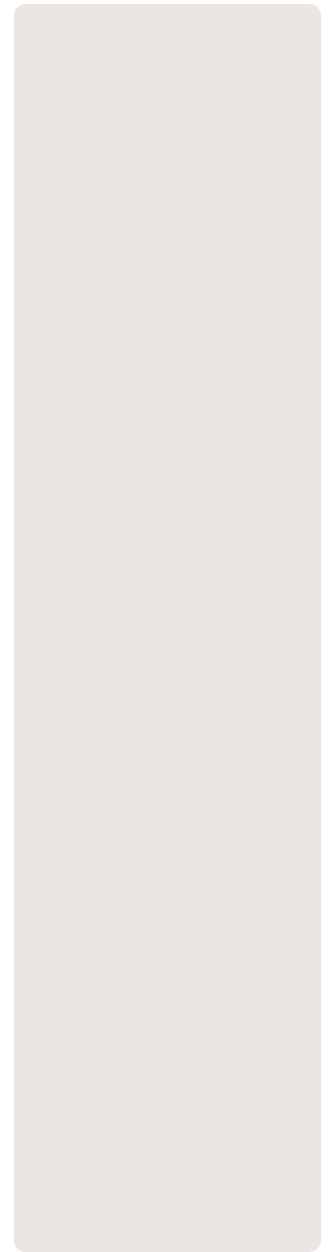
Conclusion

HR today is a far different creature from what it was when it was called the Personnel Department, when it simply ran the payroll and handled benefits enrollment – and did most of that manually and on paper forms. HR today is part of the world of Big Data. And with the wealth of data that HR can capture and analyze, it can shine a light on ways to improve performance and production. It can also use its records to give insight into why individuals or specific business units are falling short of their goals.

Automated HR help desks have grown up, too. Today, a case management system that is fully featured and built on a knowledge of HR processes can do much, much more for HR than reduce the number of calls the department must handle and shorten the time it takes to resolve them. The LBi HR HelpDesk, for example, is a complete, browser-based Web application that delivers a comprehensive software solution for HR case management. It tracks employee calls and questions around total HR, payroll, recruitment, talent management and benefits.

Because it offers human capital management reporting and analytics, LBi HR HelpDesk gives HR leadership a full and complete view of every interaction between HR and employees.

Combined with its robust analytics and utmost security assurances, LBi HR HelpDesk is a prime example of how a case management system today can help HR meet the demands of playing a greater strategic role in any organization.



About LBi Software

LBi Software provides precisely engineered, customer-focused human resources technology solutions developed from more than 30 years of experience in HR technology and HR processes. Our flagship solution, LBi HR HelpDesk, is an innovative case manager and call-tracking workflow solution that creates a rich and powerful knowledge base on the fly. Our organic belief in – and solid reputation for applying – a true client-vendor partnership on every project ensures a highly configurable solution designed to put the power in the hands of the employee. In addition, every LBi project is supported by our rich experience and expertise in Mobile Development, Business Intelligence, Data Warehousing, and Reporting and Analytics.

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