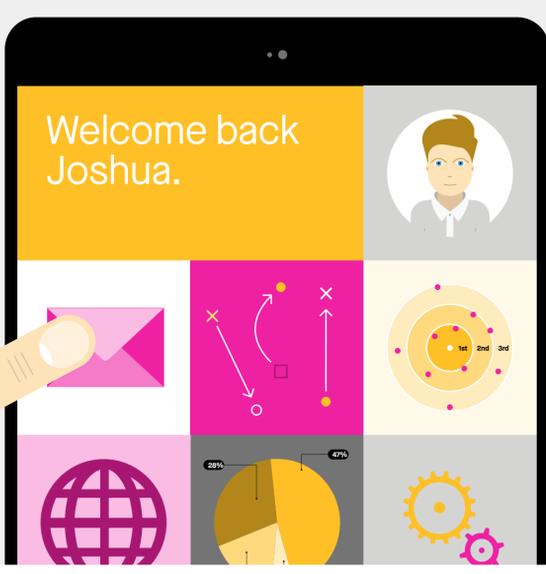


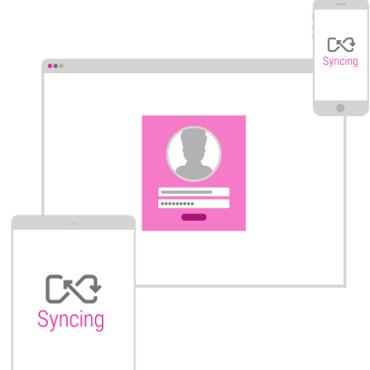
# Anatomy of an insanely great HR platform

# BUCK

It's time to treat your people like consumers first and employees second



## 1. Everything in one place



Experience comes first, no matter the device, so your platform should bring all employee-focused systems and services into one place where they're standardized and easy to navigate on a phone, tablet or computer.

- Unite data sources for a holistic view of users' health, wealth and career status.
- Use the insights you gather in this centralized data hub to create tailored messages and action plans that build towards individual and organizational goals.
- Provide user-friendly dashboards so your people can access all the information they need when it's time to make decisions.

## 2. Personalized to the user



From new starters to veteran employees, everyone should see only the content they're eligible for, when it's relevant.

- Think about everything from your users' perspective. Employee onboarding for you might mean completing HR paperwork, job training, choosing the right benefit programs, setting up equipment or systems, and so on – but for the user it's a single process. Make it easy.
- Great HR platforms help employers speak directly to the needs of each employee whatever their age, job, and life stage.

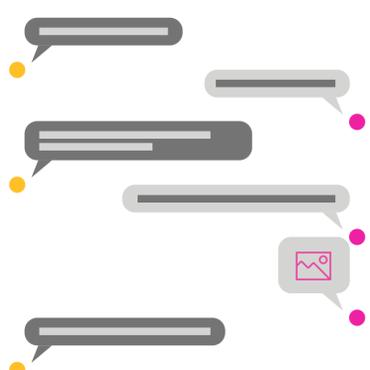
## 3. Serving the wider community



You're not just speaking to current workers. Recruits, retirees, alumni and employees' families are all touched by your HR programs, so the platform must serve them too.

- In the first year of its integrated healthcare and wellness program, a national hospitality and travel client achieved engagement rates of up to 80% among employees and their spouses in activities such as screening and assessment booking.

## 4. A social HR network



Today's users interact with technology continuously, contributing to the shared knowledge of the organization. They also heavily influence their peers. You don't need to create the Facebook of HR, but that's the kind of user experience you're competing with. HR platforms need interactive design and social features to meet rising employee expectations.

- Make the user experience interactive with employee reviews and feedback, message postings, photo and video testimonials, team challenges, discussion forums, and the ability to share and invite others to engage.

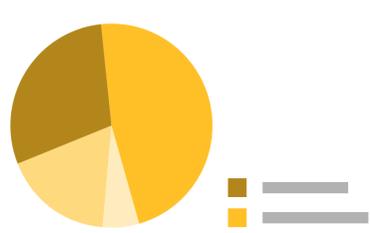
## 5. Guiding decisions, prompting action



Users are notified when they need to take action, and shown what to do next – so they don't miss out on any opportunity to engage and derive the most benefit from all the organization has to offer.

- Messaging is pushed via email, phone and the platform itself, to reach the individual at the right time, in the right way.
- A leading UK pub and brewery client with 2,250 employees used online and offline channels to promote its online benefits platform. The results were impressive: 91% of employees logged on and completed a self-service transaction – and 720 of those employees who participated did so without access to a work desktop. Instead, they logged on from home or from laptops provided for the campaign.

## 6. Always learning



Data gathered through the platform tells you lots about individuals' behavior, but also about the workforce dynamics at play across the whole business.

- By measuring the uptake and performance of benefits and HR programs, employers get the insights they need to refine program offerings and keep their people engaged.

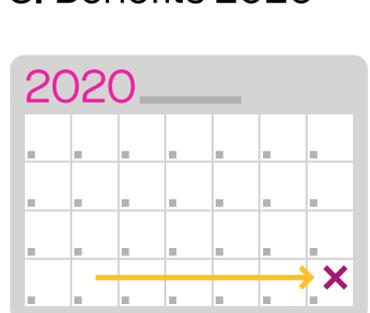
## 7. Global coverage & local relevance



Benefit structures vary everywhere you go, so you need to make sure you're speaking the right language.

- With a 'hub-and-spoke' management structure, the central system is fed information by local offices or locations. That's the model that helps Unilever process data from 96 sets of local country inputs.
- Various languages, currencies and HR program models can be delivered individually to the employee, and relevant to their needs. Meanwhile, reporting dashboards enable HR to view programs and values holistically across the organization.

## 8. Benefits 2020



That's where we are today, but what do the next few years look like? Progressive HR strategies and rising employee expectations will shape the future of the HR platform – and smarter technology will make it a reality.

- Open platforms will give employers and employees alike greater choice by enabling more integrations with third-party technology. Healthcare is just one example: think wearable tech and 'quantified self' data, and how that might feed your wellbeing programs and employee incentives.
- As machine learning technology improves, platforms will offer users intelligent suggestions not just about health and financial benefits but also about their next career move.
- HR platforms will harness social networks, data analytics and artificial intelligence to deliver truly personalized experiences.
- Developments in natural language processing will mean users can interact with HR in real-time via Siri-like chat functionality.

Remember, there's no such thing as a perfect HR platform – and no 'one-size-fits-all' solution. The best platform is one that caters to the scale and maturity of your HR and benefits programs, and the needs of your people.

That means treating your people like consumers first and employees second. Ultimately, it means healthier, happier, more engaged employees.

**So that's what an insanely great HR platform looks like.**

**See what it could do for you.**

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