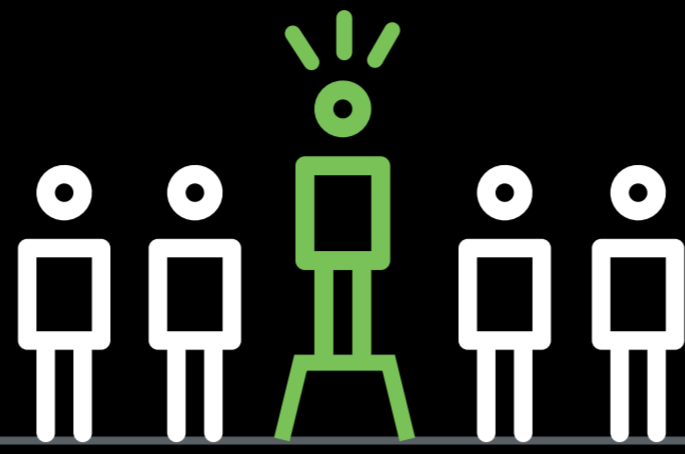


Digital HR Survey 2017



Meet Evelien,
a dedicated
HR professional



She strongly believes **HR**
should lead the digitalization
of the organizations



But what is
Digital HR?



More than half of
the organizations
(51.4%) has no
definition or vision
of Digital HR



Organizations indicate they are using
social technologies, mobile devices,
analytics and cloud platforms but have
no Digital strategy

Is Digital HR relevant?



Larger organizations
55,1%



small companies
44%

They see a clear ambition for
Digital HR

Larger organizations **are more likely to implement a
Digital HR strategy** and to allocate budget for this than
smaller organizations



technical problems
10,4%

loss of
human contact

20,2%

33,9%
change management
and implementation



Key perceived challenges
with respect to Digital HR



Expected speed of implementation



Employees

8 months

HR and executives

1-1,5 years



The perception
of Digital HR

There is a strong understanding
that **Digital HR is necessary to
contribute to a top employee
engagement**



HR organizations are looking for
specific **Digital HR insights and
associated external capabilities**

Digital HR is a clear agenda topic, especially in larger organizations

