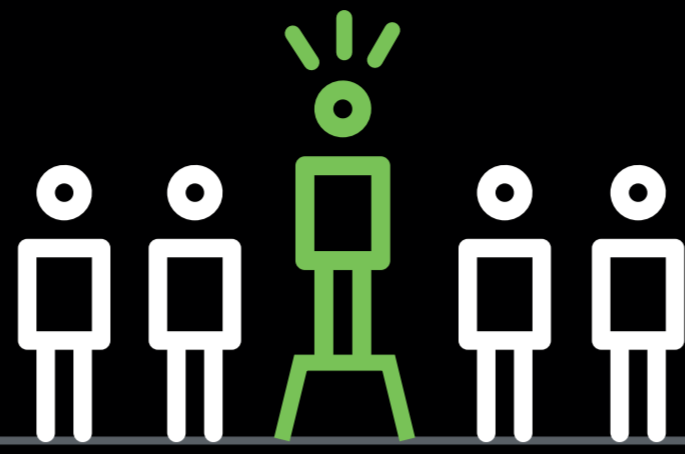


# Digital HR Survey 2017



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



loss of  
human contact  
**20,2%**

**33,9%**  
change management  
and implementation



technical problems  
**10,4%**

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

