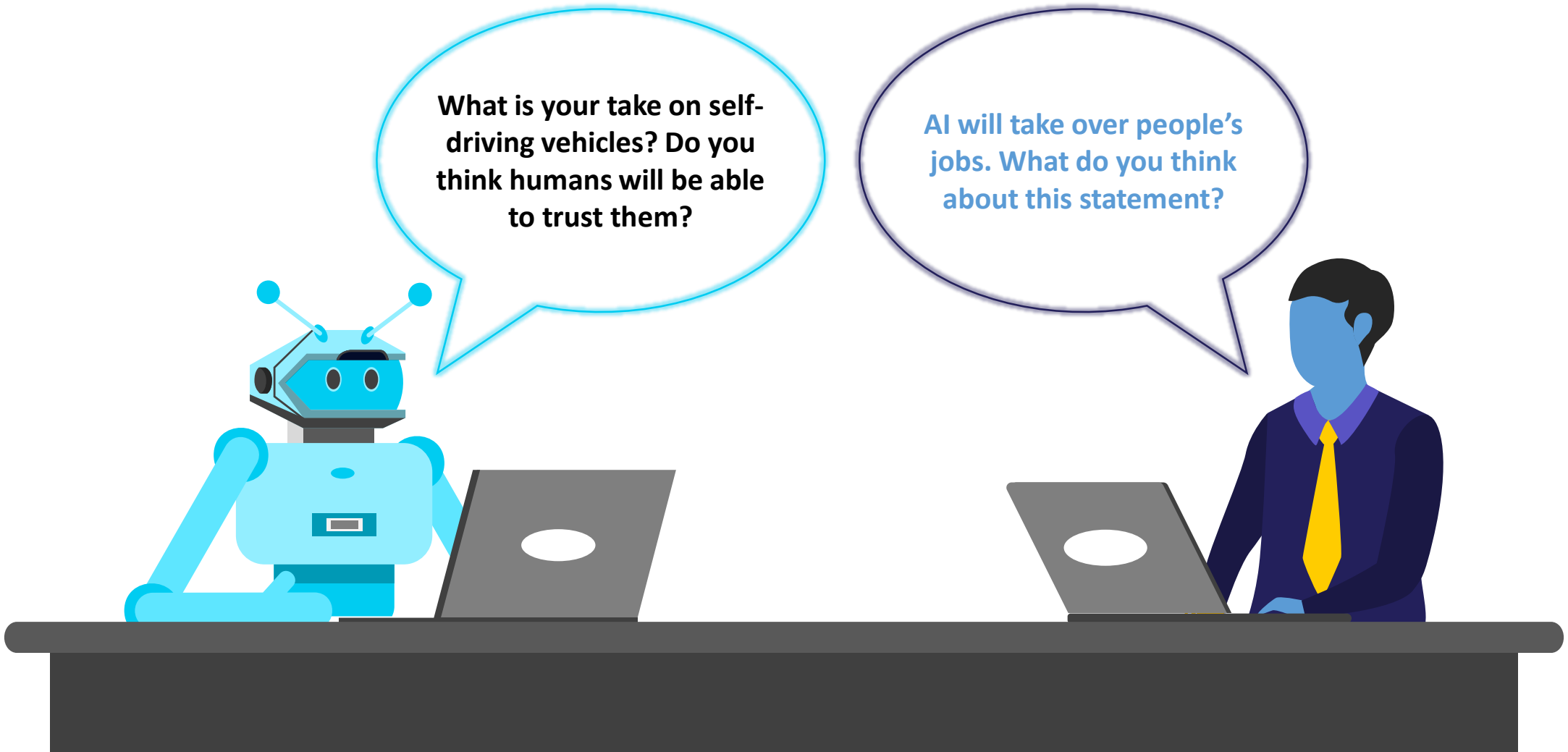
The Power of AI:
Unlocking Efficiency and Personalization

Transforming HR: Innovation, Technology, and Future Trends

Presenter:

KOJO AMISSAH, SHRM-SCP

Let's Discuss



Evolution of Strategic HR

Personnel	Human resources	Human capital	Human capability
			○ Create market reputation ○ Consider leadership and organizational goals
		○ Merging HR practices with business strategy ○ Focusing on individual competence area	○ Merging HR practices with business strategy ○ Focusing on individual competence area
	○ Effective HR practices ○ Functional excellence metrics	○ Effective HR practices ○ Functional excellence metrics	○ Effective HR practices ○ Functional excellence metrics
○ Rules and regulations of work ○ Operational excellence standards	○ Rules and regulations of work ○ Operational excellence standards	○ Rules and regulations of work ○ Operational excellence standards	○ Rules and regulations of work ○ Operational excellence standards

HR Technology: A Brief Overview

Key Features	HRIS	HCM	HRMS
HR Core	✓	✓	✓
Recruitment/ATS	✓	✓	✓
Leave Management	✓	✓	✓
Rewards & Recognition	✓	✓	✓
Remuneration & Benefits	✓	✓	✓
Training & Development	✓	✓	✓
Workflow	✓	✓	✓
Self – Service	✓	✓	✓
Reporting	✓	✓	✓
Onboarding		✓	✓
Performance		✓	✓
Succession		✓	✓
Salary benchmarking		✓	✓
Analytics			✓
Payroll			✓
Time & Labor			✓
Global			

HR Technology: Evolution and Growth

Automated Talent Management

- Assessment and acquisition of new talent virtually
- Smooth and seamless onboarding through remote and paperless technology

Integrated Talent Management

- Easy assessment of employee performance through analysis of data collected
- Helps to focus on culture and organizational environment

Engagement, Fit, Culture, Analytics

Productivity, Performance, Hybrid Work, Resilience

- Increased productivity due to flexibility by remote work
- Efficiency and resilience in work increases

Systems of Automation
Practice-driven Solutions

Systems of Engagement
Cloud, Mobile, Solutions

Systems of Productivity
HR in the Flow of Work

Automation	Integration	Engagement	Growth
1990s-2000s	2004-2012	2012-2017	2017-2022+

HR Technology: Top Five Trends

1. Total Experience

- More visual and distributed interactions
- Creation of a great digital experience for both customers and employees

3. Hyperautomation

- Promotes improvement in HR workflow reliability and efficiency
- Combination of artificial intelligence and machine learning technologies

5. Cybersecurity

- Adoption of security models
- Implementation of adaptive access policy with the help of the IT team of the organization

2. Anywhere Operations

- Employees and business partners can work remotely and still be connected
- Support of hybrid work model by organizations

4. Privacy-Enhancing Computation

- Enables data sharing without exposing underlying data
- Assurance of safety of employee data

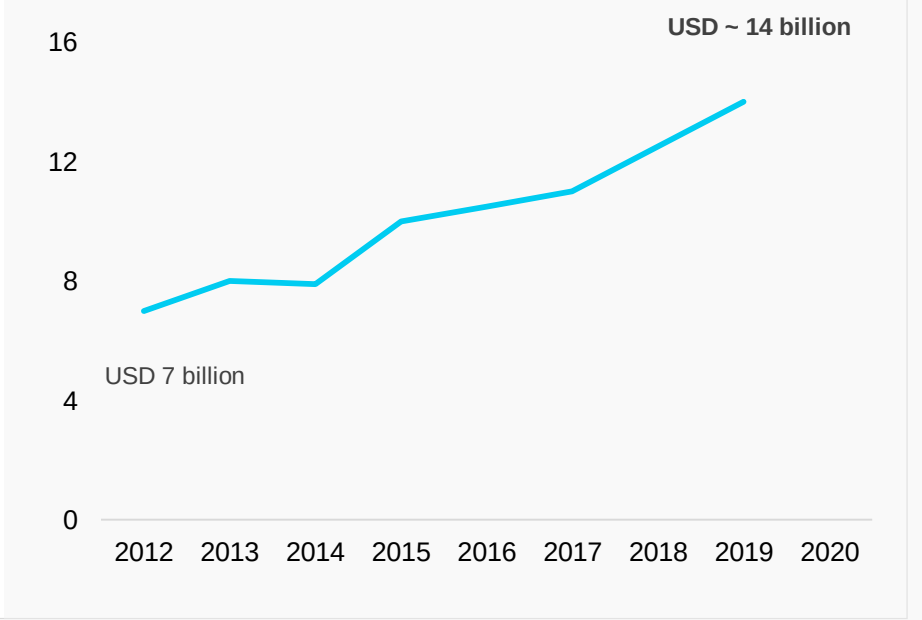
HR Technology: Expenditure Trends

Give an overview of HR Technology environment including market growth and drivers.

HR TECHNOLOGY MARKET DRIVERS

- The year-over-year growth rate for 2020 is estimated at 7.8%
- Attracting and retaining top talent has become a top priority
- Organizations are looking to replace their rapidly aging HR systems
- Rise in adoption of cloud-based software system

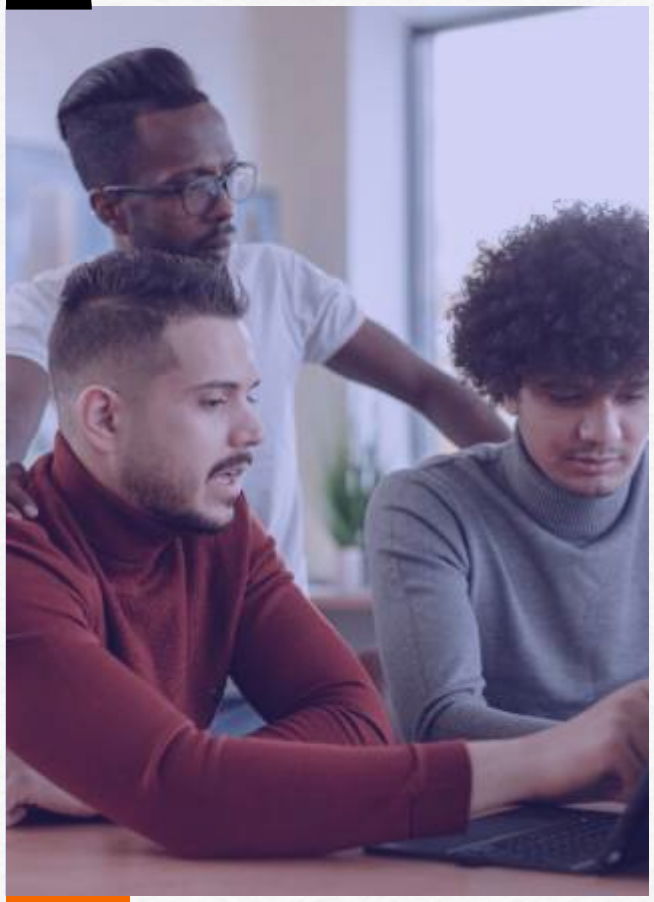
HR Technology Market Growth



Trends in HRMS System

The Role of AI in Transforming HR

Using AI to automate repetitive tasks, AI in decision-making, and smart analysis.



Automating repetitive tasks

- Automates repetitive HR tasks and is capable of making intelligent decisions
- Involves tasks such as employee onboarding, employee benefits management, etc.

AI in decision making

- Provides real-time data to managers for effective decisions
- AI algorithms and NLG software transit complex data into texts to provide instant organizational insights

Smart analysis

- Integration of AI with social media improves customer segmentation for promotional purposes
- Analyzes data and provides insights for enhances employee productivity.

The Role of AI in Transforming HR

AI to enhance functional efficiency

Machine learning (ML)

- Use algorithms to anticipate future data based on historical records for effective decision making
- Applications of ML in HR-
  - Determining employee attrition
  - Customized user experience
  - Detecting data fraud

Deep learning

- Optimize network architecture to streamlines large and complex data
- Applications of deep learning in HR-
  - Speech recognition
  - Chatbots

Natural language processing (NLP)

- NLP algorithms analyzes texts to create accurate data for HR decision making
- Applications of ML in HR-
  - Recruitment
  - Conducting appraisals
  - Social media analysis

Difference between AI vs ML vs DL

Artificial Intelligence

Engineering of making intelligent machines and programs

Machine Learning

Ability to learn without being explicitly programmed

Deep Learning

Learning based on deep neural network

Generative AI in HR: Growth drivers

Efficiency

- Influences HR management to adopt generative AI in their workplace, assisting them in being productive and efficient
- Automates repetitive tasks such as resume screening, interview schedule, onboarding, etc.

40% of HR tasks could be automated, freeing up recruiters to focus on more strategic work (Source: McKinsey)

Cost savings

- Offers cost saving benefits in labor expenses and helps develop operational efficiency through automation
- Drives HRs to continuously adapt, upgrade and teach generative AI to subsequent employees

USD 10,000 per hire could be saved through deployment of generative AI (Source: Deloitte)

Decision making

- HRs making informed decisions and getting favorable outcomes through generative AI is driving its market growth
- Analyzes huge datapoints and provides analytics, thus increasing productivity, revenue and decreasing turnover

60% HR managers opine generative AI will help them make better decisions in recruiting (Source: PwC)

Candidate experience

- HRs implementing generative AI and evidently enhancing candidate experience is enabling them to adopt more of this technology
- Helps recruit top talent, shorten recruiting process, etc. while keeping candidate experience a priority

57% job seekers opine generative AI will improve their onboarding experience (Source: LinkedIn)

Generative AI in HR: Growth restraints

Ethical issues

The following reasons prevent recruiters from implementing Generative in their workplace, as it is:

- Prone to extract biased results and AI chatbots are objectively trained
- Impacts performance evaluation leading to undeserved treatment for candidates

Technical difficulties

- Development, monitoring, and maintenance of these technologies are sophisticated, technical, and costly
- Requires high expertise to install, run, and explore generative AI systems

Resistance to change

- HRs who are happy with current practices are not implementing generative AI in their workplace
- Concerns such as the future of HR employees, impact on the job market, reduced jobs, etc. also impact its implementation

Thank You for Your Time

Asylum Down, Accra

+233-20-422-4826

info@citamgh.com