



# Tech-powered HR:

Elevating employee experiences



Image generated with Adobe Firefly. Prompt:  
Low poly human faces looking out with digital shading and data interaction

# Introduction

The intersection of data, technology, and AI is revolutionising employee experiences. This transformation is not only beneficial from an HR and employee perspective but is also valuable for investors.

According to Gartner, 89% of Chief People Officers (CPOs) are looking to expand their tech investments by 2025, marking the third consecutive year this has been a priority.

Image generated with Adobe Firefly. Prompt: Genderless abstract human forms made of digital glitches. Abstract pattern, purple coloured

# The HR hierarchy of needs

The HR hierarchy of needs consists of:

## Run

Day-to-day operations ensuring operational consistency.

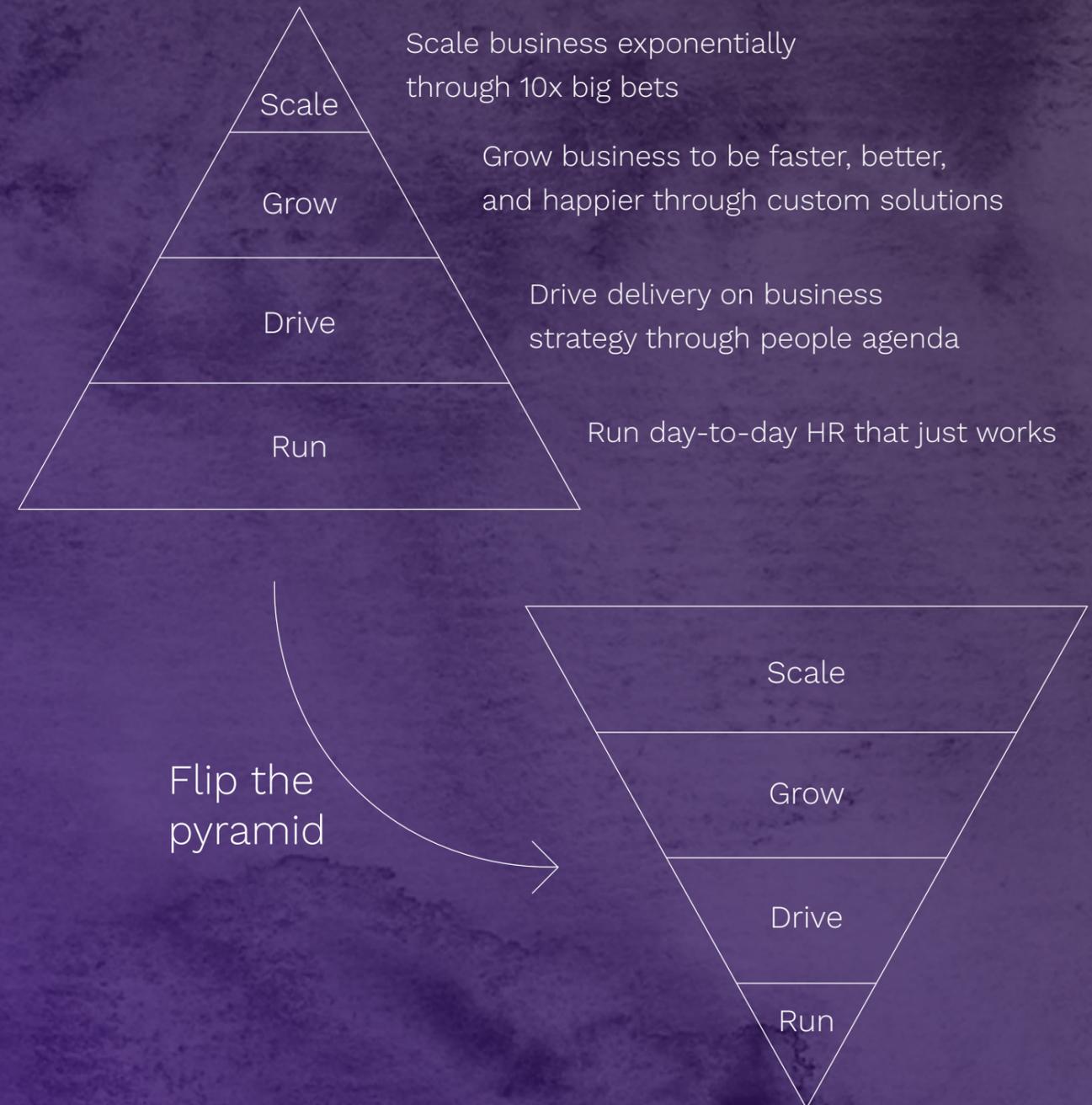
## Drive

Hiring the right talent and placing people in the right roles.

## Grow and Scale

Developing solutions to drive business and career progression as the organisation evolves.

If basic needs (such as timely payment of employees) are not met, progressing to higher-level strategic goals is impossible. AI can help flip this pyramid by handling operational tasks, freeing HR professionals to focus on growth, scaling, and strategic business initiatives.



Diagrams recreated from: <https://www.joobeeyow.com/post/reduce-hr-debt>

# Enhancing productivity through technology

Technology adoption in HR aims to improve employee experiences by automating repetitive tasks, thereby allowing HR professionals to focus more on people-centric activities. Adopting product-led approaches, UX design, and agile working methods can significantly boost team productivity. A study by Deloitte found that 83% of organisations using advanced tech tools see an increase in productivity.



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Image generated with Adobe Firefly. Prompt: Abstract human, digital glitches. purple coloured

# Practical applications: Real-world examples

These examples illustrate how small, clever uses of technology can save significant time, allowing HR professionals to focus on more impactful tasks. IBM's Employee Experience Index shows that companies using employee experience platforms see a 17% increase in employee satisfaction.

## **Kinfolk**

automates and optimises communication cycles within businesses, including scheduling 1-on-1 meetings and onboarding sequences.

## **Trickle**

helps build effective employee feedback loops, with tailored questions that adapt as the user answers them.

## **Pyn**

is an employee journey mapping tool that automates communication and coordination throughout various stages of the employee journey.

## **ChatGPT**

can be used to create initial content frameworks, speeding up creative processes, and serving as a thought partner.

## **AI in recruitment,**

such as using AI for CV writing and feedback, can help streamline processes while maintaining a personal touch in conversations. According to a study by Aptitude Research, 73% of companies using AI during their recruitment process report improved candidate quality.

## **Harriet**

is an 24/7 AI-powered people ops assistant - frontline chat bot meets HR co-pilot.

## **Sana**

builds bespoke courses so the employee can take control of their own learning and development to solve specific challenges they are having.

## **Waggle**

Tools like Waggle can track health information, facilitate anonymous feedback, and provide wellbeing support.

# Learning and upskilling

HR professionals need to upskill and become adept at using technology. Rather than fearing this new way of working, experimenting and having fun with different tools and approaches is the best way to learn.

Deloitte's Global Human Capital Trends report indicates that 84% of HR professionals are actively investing in reskilling and upskilling initiatives to prepare for future challenges. The report also finds that 70% of HR leaders plan to increase their focus on technology upskilling in the next three years to better align with digital transformation goals.

According to the CIPD (Chartered Institute of Personnel and Development), 42% of HR professionals struggle with keeping up with the rapid pace of technological change, underscoring the need for continuous learning and development.

Image generated with Adobe Firefly. Prompt: Empathetic human face with data; showing interaction with the binary code in front



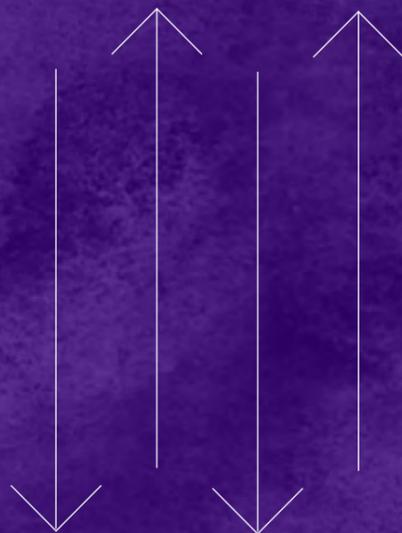
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# Strategic alignment and implementation

A successful people strategy begins with a well-aligned business strategy. Gallup research shows that organisations with aligned people strategies have 72% higher employee engagement, leading to lower turnover rates and higher productivity. Additionally, research by McKinsey found that organisations with well-aligned HR and business strategies are 2.5 times more likely to be in the top quartile of their industry for financial performance.



## Critical steps include:

- Identifying where and how your teams impact the wider business strategy.
- Leading with problems rather than solutions; pinpoint areas for improvement and focus on where the challenge lies instead of diving into interesting tech that you want to embed.
- Designing a roadmap with clear milestones and metrics.
- Establishing a baseline and setting measurable goals for attraction, retention, and time-to-hire.

# Communication strategy

Effective communication about technology implementation should focus on what employees want to know. Regular anonymous feedback and a single point of truth, such as an intranet or chatbot, can help alleviate uncertainty and improve the employee experience.

Research by PWC highlights that 67% of employees feel more satisfied and supported when their organisation uses communication platforms to keep them informed about technology changes. The Harvard Business Review notes that involving employees in the planning and implementation stages of technology transformation can lead to a 19% increase in job satisfaction.



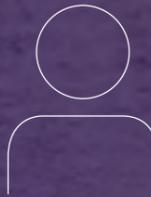
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# Balancing efficiency and personalisation

Gartner's research indicates that organisations investing in employee experience technologies can achieve a 25% increase in employee productivity.

AI can create efficiencies but should not replace the personal touch when it comes to HR. Jobs that don't require human innovation or problem-solving are at risk, and upskilling employees to transition into more tech-focused roles is essential.



25%

increase in employee productivity in organisations that invest in employee experience technologies.



# Working with investors

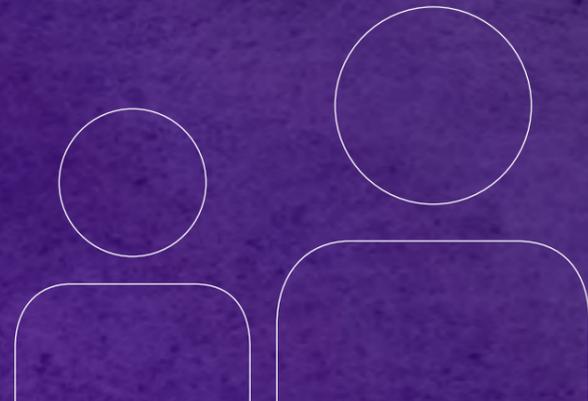
Key considerations for HR leaders working with or seeking to attract investors include:

**Understanding the commercial direction (e.g., PE, exit) and timeline.**

**Building dashboards to show progress and alignment with commercial outcomes.**

**Developing strong people-operating models.**

Early relationships with investors are crucial. Over-communication and ensuring that the people agenda is highlighted can change the perception of HR from a support function to a strategic partner.



# Addressing challenges and opportunities

## Start, build, scale:

80% of startups fail during the transition from the initial to the scaling stage. AI can help manage employee queries and support L&D initiatives, ensuring employees feel they are developing as the business grows.

## Democratisation of information:

The future promises greater access to information and learning opportunities, breaking down barriers that were once restricted to higher education.

## Ethical considerations:

Transparency and ethical use of data are paramount. Building an authentic, trusting environment and consistently communicating the use of data can help employees feel more comfortable sharing information.

# Conclusion

The integration of technology, data, and AI in HR practices offers numerous opportunities to enhance employee experiences, increase productivity, and align more closely with business strategies.

By focusing on practical applications, upskilling, and ethical considerations, HR professionals can drive meaningful change and demonstrate the strategic value of their function to investors and stakeholders.

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The content of this report was gathered during La Fosse's exclusive panel event, Tech-powered HR: Elevating employee experiences. Special thanks to our event panellists:

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