



COLEMAN SERVICES

HR DIGITAL –TRENDINESS
OR A SUSTAINABLE
TREND?

HR Tech Funding Hits \$2B in 2015



*Source: CB Insights



- **Mobile emerges as a new HR technology platform.**
- **ERP vendors catch up as credible talent management providers**
- **“Built for the cloud” technology providers redefine HR functions.**
- **New software categories include feedback, engagement and culture management.**
- **The field of predictive analytics continues to grow.**

GLOBAL RECRUITMENT TRENDS



DIGITAL HIRING MODEL

When LinkedIn and online job applications first began to gain traction, they were seen as supplements to the traditional paper résumé and in-person interview. Today, the world of recruiting has gone nearly 100-percent digital.

ATS (APPLICANT TRACKING SYSTEMS)

Early systems did little more than track incoming CVs but in recent years they have expanded their functionality into areas such skills-matching, CV parsing and job posting to multiple channels, including social media.

BIG DATA

High-quality analytics programs already have been applied to customer data to help businesses make better strategic decisions. Candidate information will increasingly get the "big data treatment" so recruiters can quickly and easily locate the best people for the job, experts say.

CANDIDATES EXPECT A FAST, EASY APPLICATION PROCESS

Today's job seekers know their worth and are aware of the competitive landscape. They see opportunities everywhere, and if one employer takes too long to respond or makes it difficult to apply, they'll quickly pass it up for another job opening.

EXAMPLES OF RECRUITING TOOLS



CLINCH

Candidates' search and attraction via brand. Not launched in Russia yet.

RELODE

Specialized service for selection of pharma experts on the basis of recommendations
Not represented in Russia yet.

TEXTIO

Service for preparation of position description . Based on the analysis of words effectiveness. Not represented in Russia.

MEETUP.COM

Services where people are grouped on the basis of interested (from IT experts on Ruby-on-rails to feeding moms) . Present in Russia.

HR MARKET PLACE

A number of services for connecting employers and freelance recruiters.



- **Digitalization of recruitment process** (E-Staff Рекрутер, FriendWork Recruiter)
- **Staff testing and assessment** (SHL, Talent Q, Cut-e and Kenexa)
- **HRM-systems** (1С-УП 8, Компас-УП, БОСС-Кадровик, SAP, etc)
- **TMS-systems** (SAP SuccessFactors)
- **Working hours accounting** (CrocoTime)
- **Staff loyalty evaluation or DLP** (InfoWatch Traffic Monitor)
- **Gamification** (Jive, NPeople)

WHAT HR-PROCESSES ARE DIGITALIZED IN COMPANIES?



Source: HeadHunter research in 2015 with participation of 310 HR representatives of companies

DIGITALIZATION OF HR DEPARTMENTS OPERATIONS



In 2015-2016 a number of Russian companies announced introduction of technological basis in operation of their HR departments

Digitalization of HR departments operations

HR filing and administration, payroll function, preparation of Russian statutory financial statements

Digitalization of candidates' assessment

Staff selection for mass recruitment

Benchmarking of candidates' assessment

At the stage of selection candidates are assessed and then benchmarking is arranged with the profile of a successful staff member, developed on the basis of statistics data.

THANK YOU!



Irina Aksenova

Deputy General Manager, Key Accounts

i.aksenova@coleman.ru

T.: +7(495) 660-56-00

web: www.coleman.ru



Facebook: [Coleman Services Russia](#)