

Accelir Insights50 Panel:

# HR Tech Focus: 2019

What technology & initiatives will companies be focused on or ignoring in 2019?

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Founder, Chief Strategist

# What is Accelir Insights50?

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Each fall and summer we take a sampling of 50 Executives, HR and Recruiting practitioners and leaders to get a better gauge of what areas will be of focus in the coming year. We did our first insights panel back in 2011 and have found them to be a huge value to watching not just where the trends are, but where companies are in relationship to those trends.

The results represent a cleaned list of 50 corporate professionals ranging from practitioner to executive. They are from an equal blend of different SMB, Mid-Market and Small/Large Enterprise across a number of industries. Vendor, analyst, consultant, duplicate companies and other responses are not included in this final data set of 50.

# Key Findings: Accelir i50 2019



## Finding #1

**Companies under 2,500 ee's seeking new technology.**

The past few years have seen enterprise buying tech heavily, but the trends are heavily showing that the sales in 2019 will be led by the under 500 and 500- 2,500 employee groups at a much stronger level than 2,500+



## Finding #2

**Improving Experiences will be leading 2019.**

In both pre and post hire we are seeing this trend with Employee Branding/New Career Site being top rated in Recruiting and Employee Experience/Survey Software top rated in core HR.

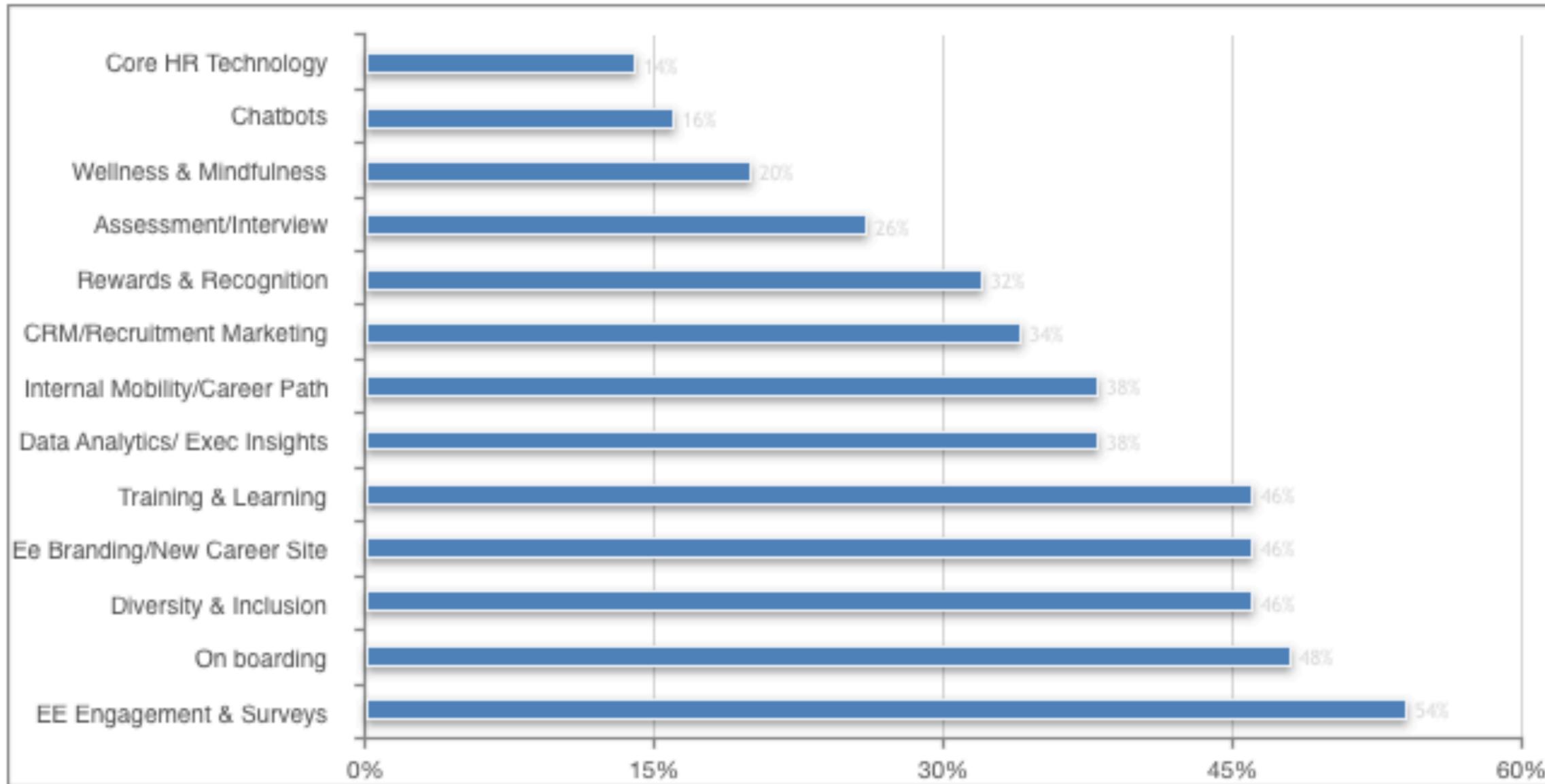


## Finding #3

**There is a lot of disinterest in certain product categories.**

We have seen the highest rate ever of responders not understanding the value/ ROI of a product category or having “no interest” in it. There will be a lot of market education needed to overcome this.

# What are your HR Teams 2019 Tech Priorities?



- ✓ Improving experiences to apply, onboard and as an employee is a key area of focus
- ✓ Chatbots, Assessment, Wellness and Mindfulness are lagging a bit behind where the marketing and social media conversations are
- ✓ Training & Diversity remain strong in 2019

# What products are you buying/replacing in 2019?

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Internal Mobility & Career Pathing  
CRM/Recruitment Marketing  
Employee Engagement, Sentiment Analysis  
Rewards & Recognition



Mentorship Software

- ✓ Our top picks all have at least a 20% buy/replace rate, the lowest was Mentorship software with less than 5% buy rate for 2019 - It also had one of the biggest gaps of understanding its value.
- ✓ There is not a correlation between dissatisfaction of product and replacement rate - the highest buy rate is often the lowest dissatisfaction - which points to new buyers vs replacements

# What products do you not understand the value of?

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1. Mentor Software
2. Chatbots & Textbots
3. HR Case Management
4. Wellness & Mindfulness
5. Digital Interviewing

- ✓ Each of these have 50%+ of companies not understanding what they do, the ROI they can have or why they would buy it.
- ✓ 5 additional product categories have concerning trends (25%+ of market doesn't understand value)
- ✓ The ATS had the highest dissatisfaction rate (19%) but also the lowest rate of people not understanding its value (2%)
- ✓ Vendors and marketing agencies will need so spend some focus improving their messaging for these products

# What was unique to companies sizes?

## Under 500 EE's

- ✓ By far the biggest buyers of wellness and mindfulness initiatives. Significantly outpacing the other groups.
- ✓ Employment Brand/Career Sites, CRM & Onboarding will be the primary focus
- ✓ The lowest area of buy compared to larger companies is diversity and inclusion software

## 500-2,500

- ✓ This is the biggest buying group for 2019
- ✓ Recognition/Rewards will be the outlier buy for this segment - significantly higher than smaller and larger organizations
- ✓ Large focus on technology across the board - employment brand/career sites, onboarding, engagement/survey, training & diversity all leading the way

## Over 2,500

- ✓ This group doesn't have a category that stands out as an area of focus - buying may be a bit slower from enterprise in 2019.
- ✓ Updating core tech and diversity & inclusion were the strongest performers
- ✓ They were extremely low on wellness initiatives and chatbots. Chatbots being a surprise as this group could benefit the most.

# What is most frustrating buyers today?

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## Implementation & Activation

Consistent to what we are finding as we meet with companies and vendors outside of this survey - the technology is improving but the vendor's abilities to implement and get a company running effectively (activated) was a main complaint.

Companies that are using third party integration specialists are often not finding better results.

This is an area that buyers should look at closely as they make buy decisions and an area that vendors should be putting resources behind improving for 2019.

**Analysis: Expectations have changed for the level of service in implementation and many vendors have not updated in a few years or moved to a more self-service driven model without understanding the NPS impact.**

*“Biggest issue is not the availability of game changing features and tech but rather the implementation, change management and user adoption”*

*-Survey Response*

## Want more details on the insights we found?

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Schedule a call: <https://calendly.com/sarahbrennan>

Or Email: [sarah@accelir.com](mailto:sarah@accelir.com)

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# About Us

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# Meet our Founder

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## Sarah Brennan

Sarah Brennan is researcher, advisor, consultant, global speaker and trainer focused on hiring, engagement and the future of work. She has worked with more than 150 B2B tech vendors and VC firms on growth, 500+ companies on improving their candidate, customer & employee engagement and trained thousands of professionals around the work on talent, technology and connecting people outcomes to business outcomes.

She has been named a top global influencer in HR Technology, Talent Acquisition and Human Resources by more than 50 publications including Huffington Post, Fast Company, Glassdoor, Monster & HR Exec Magazine.

In addition to serving as Chief Strategist of Accelir, she is managing director of Aspect 43 growth lab, Founder of HRTechBlog and Co-Founder of Women of HR. Prior to Accelir, she was a Chief Strategy Officer and Principal Strategy Advisor for HR Tech Vendors and Principal Analyst at Bersin (Now Deloitte).



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### **2018 Acknowledgments**

- 40 Top Global Influencers in HR Technology
- 51 Influencers in HR
- Top Women Influencing HR Technology
- 15 Most Inspiring people in HR Technology
- 7 Must Follow HRTech Twitter Accounts

# Our Clients & Experience

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## Corporate Clients

We have worked with more than 500 corporate teams across 3 continents at some point of their HR technology and process strategy. Clients have ranged in size from start-up to Fortune 10.



## Larger Goals

Our clients are all focused on growth and improved engagement of clients and employees. We connect the needs of the executive team with the desires and requests of HR and employees to ensure adoption and impact.



## Investors & Technologies

More than 150 HCM Vendors and Investors (Seed stage, Angel, Venture Capital, Equity Groups, Corporate Investment Groups) from Americas, Europe, Middle East and South Pacific have worked with us on strategy.



## Industry Experience

Our HR clients come from a wide range of industries including manufacturing, high tech, retail, financial services, insurance, healthcare, hospitality, government, distribution, K12/Higher Ed, Nonprofits, B2C, pro sports & more.

# Corporate HR Offerings

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## Advisory

Ongoing, annual relationship for organizations looking for a neutral third party that understands their unique business challenges and can share insights, advice and feedback on fast moving market trends as they relate to you.



## Strategy

On strategic engagements we work with your team to identify, overcome or avoid hiring, engagement & retention issues through innovative process and/or thoughtful HR technology initiatives that are focused on the people not the admins.



## Facilitation

We provide customer and employee focus group facilitations, internal training & coaching for executives, leadership teams, human resources and recruiters looking to become more holistic in their talent approaches.

# HRTech Vendor Offerings



## Advisory

Ongoing, annual relationship for organizations looking for a neutral third party that understands their unique business challenges and can share insights, advice and feedback on fast moving market trends specific to you.



## Strategy

We partner with vendors on strategy and growth with a primary focus around revenue, product and customer engagement.

This is done via a single, multi-day onsite or longer term projects with your team or clients.



## Facilitation

We provide customer and employee focus group facilitations, internal training & coaching for executives, leadership teams, and investors looking to better understand the market or their clients.



## Thought Leadership & Research

Market Education through Whitepapers, Ebooks, Articles and Speaking Events (User Conferences, Roundtables, Internal SKOs, Etc) are available for your team and clients. We also offer custom surveys and research reports that can be co-branded or private label to support your unique insights and thought leadership.

# Client Feedback

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Her boundless energy is infectious and anyone who works with her will be moved and schooled, completely, all for the betterment of the business.

President

When needing to know a deeper knowledge of market trends and viewpoints, Sarah is the top of my list.

CEO

Her voice is sought after because strategic and tactical advice that can be applied in the field.

VP Strategy

Any company that gets the opportunity to work with Sarah should do so!

Director Technology

She is a catalyst, if wanting to maintain status quo, don't hire her.

VP