

Execution in Digital CX

“Best Of” Series: HR Tech

AN EXCERPT FROM THE 2020 STATE OF DIGITAL CX REPORT



COM | CONTENT
BLU | SOLVED

DIGITAL CX “BEST OF’S”

This report is an excerpt from the [State of Digital CX Report Series](#) that looks at how top HR Tech companies are executing on digital CX. It is part of a larger effort looking across the broader B2B corporate technology landscape and offers valuable insights to software marketers for whom digital CX has jumped in priority in a post-COVID world.

The focus here is to learn from best practice models. Among the ten vendors we evaluated as part of the larger study, some great experiences bubbled up and we wanted to both recognize and examine them.

Customer experience involves every aspect of the organization. Digital execution is one piece of it. But as we stated in the larger study - digital is hard. Digital CX requires both intention and delivery. The brands in this special report stood out from their peer group in the following buyer engagement channels and touches:

- Blog
- Comparison experience
- Support community preview
- Messaging and communications
- Content delivery

Please note that this assessment was conducted by ComBlu June-August 2020 and does not reflect all subsequent web redesigns, pages or content.



[Access the full STATE OF DIGITAL CX report](#)

About the B2B Tech Series

Given their rapid growth and changing market dynamics, **we wanted to get a read on how well B2B software providers deliver on digital CX.** We started with HR Tech because the lessons learned can be broadly applied to challenges faced by digital marketers in many industries.

ComBlu reports provide insights and competitive benchmarking on digital CX strategy and execution for clients. We use a proprietary methodology that measures digital experiences against best practices.

We applied our scoring methodology to different sectors within B2B Tech to learn how customer experiences were delivered by solutions providers, particularly in light of the pandemic’s new normal.

The study provides insights into the evolution of B2B technology purchase decision-making by SMB and Large Enterprises (LE) and provides industry insights and benchmarking for the HR Tech Sector.



TABLE OF CONTENTS

01

BACKGROUND

- RESEARCH GOALS
- HR TECH OVERVIEW
- HR TECHNOLOGY DECISION-MAKING

02

EXCELLENCE IN EXECUTION: THE BEST OF'S

- BEST BLOG EXPERIENCE: ZENEFITS
- BEST COMPARISON EXPERIENCE: BAMBOOHR
- BEST SUPPORT COMMUNITY PREVIEW EXPERIENCE: SAP
- BEST MESSAGING EXPERIENCE: WORKDAY
- BEST CONTENT EXPERIENCE: CERIDIAN

03

ABOUT COMBLU

01 BACKGROUND: RESEARCH GOALS

In addition to benchmarking the sectors and identifying best practice models, the **State of Digital CX** research was designed to answer the following questions on trends and market drivers in post-COVID B2B:

B2B Buying Centers

- How many stakeholders are involved in SMB and LE purchase decisions?
- Who drives the process?
- Who influences it?
- Who can disrupt it?

B2B Corporate Tech Landscape

- What does the post-COVID technology decision-making process look like?
- How much did technology priorities change and what are they going forward?

HR Tech Sector

- What led to the explosion of this sector?
- What does the HR Tech ecosystem look like?
- How are HR Tech evaluations nuanced?

HR Tech Solutions Providers

- Who are the notable players in the HR Tech space?
- How do they deliver digital CX?
- What do's and don'ts can we learn from this group?



The [full study](#) includes an extensive **resource list** of third-party reports and articles germane to the areas above.

01 THE RISE OF THE HR TECH INDUSTRY

The HR Tech marketplace explodes due to SaaS

On the surface, the HR Tech growth story is not unique in B2B Corporate Technology areas. There was a gap between what the traditional platforms provided and how organizations functioned. Disrupters came in and changed the rules which sparked a period of fast and furious innovation and M&A. Today the [market value](#) of global HR software is ~16 billion and forecasted to grow to ~26 billion by 2023.

The landscape needs to normalize

Currently, it's a crowded and somewhat overwhelming marketplace that changes quickly, making it difficult for buyers to effectively map their options, often without benefit of a partner. While everything is open API, buyers are on their own to put it all together. No wonder there's growing demand for HR-IT pros who understand the landscape and can develop a comprehensive HR Tech roadmap.

Keep an eye on this sector

As HR Platform architecture changes, it will become more core to operations. It will likely converge into a super category with other end user computing (EUC) systems and digital workspace technology called **WORKTECH**. We'll continue to see the merging of HR and IT functions and capabilities.

HR Tech Fast Facts



- In the U.S., employers spent over \$5 trillion on payroll, benefits and other employee programs.
- The market for Core HR platforms alone is \$8 billion and growing.
- The number of employee solutions jumped from 3,000+ to [4000 and counting per the upcoming 2020 report](#).



- 20% buy from multiple vendors.
- 39% plan to increase the number of vendors.
- 82% struggle with adoption challenges.
- Only about half of companies realize the value and benefits promised.

01 HR TECH DECISIONS ARE NOT MADE LIGHTLY

HR Tech buying centers are large and sales cycles are long.

Decisions are especially complex because the outcomes impact all employees.

It can take anywhere from 3-12 months before a solution may be selected and deployed.

To be effective, HR should make all purchase decisions in partnership with IT, Finance and Facilities Management.



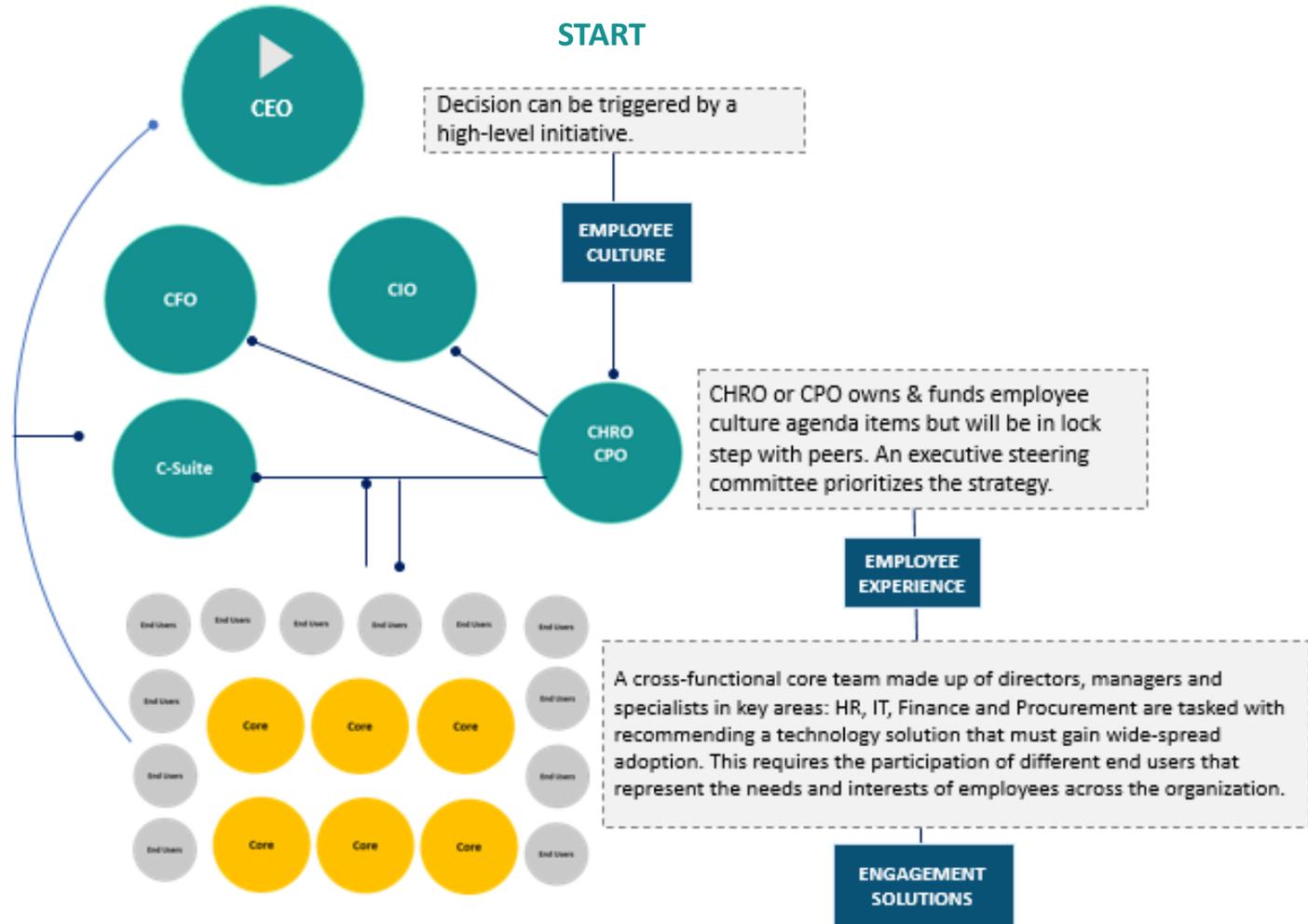
01 HR TECH DECISION MAPPING: ENGAGEMENT PLATFORM SCENARIO

This illustration represents an HR Tech buying center. In this use case, an executive led initiative around employee culture triggered an evaluation of an engagement platform by a large team of stakeholders.

NOTE: Each scenario will be distinct. Core HR needs will map differently than engagement, talent and others

Approving a recommended solution happens after consensus is reached from the buying center and buy-in is achieved from the C-Suite. This is not an easy task.

The CFO must have confidence in the ROI and the CIO must have confidence in the technology before it can be considered.



01 BACKGROUND: WHO WE SCORED

We selected a set of 10 Core HR solutions providers that serve SMB and/or Large Enterprise. They are a mix of well-established incumbents and newer entrants in the space. Many offer additional capabilities like Talent, Experience and Predictive Analytics.

01 DIGITAL CX SCOPE

In June – August 2020, we analyzed a wide range of digital channels and assets on- and off-property*

ON-DOMAIN

WEBSITE

BLOGS/CONTENT HUBS

COMMUNITIES

PAID SOCIAL

REGISTRATION

EMAIL

ASSETS: WEBINARS, WHITEPAPERS, EBOOKS, GUIDES, COLLATERAL, CASE STUDIES

OFF-DOMAIN

SERPS

MEDIA

ANALYSTS

CUSTOMER & INDUSTRY REVIEWS

SOCIAL MEDIA COMMENTARY

Please note that this assessment was conducted by ComBlu June-August 2020 and does not reflect all subsequent web redesigns, pages or content.



HR Tech Digital CX Best Of's

02 THE BEST OF'S

There were notable standouts in the HR Tech sector that we wanted to recognize. The following highlights best practice models that digital marketers – regardless of industry – can apply to their own businesses in the following areas:



BLOG



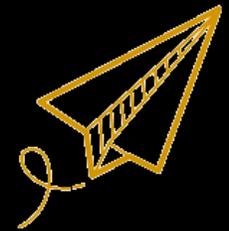
**COMPARISON
EXPERIENCE**



**COMMUNITY
PREVIEW**



**MESSAGING &
COMMUNICATIONS**



**CONTENT
EXPERIENCE**

To access the complete *STATE OF DIGITAL CX* report, [click here](#).

MEET THE VENDORS IN OUR DIGITAL CX BEST OF'S

EXPERIENCE

BEST BLOG



State of Digital CX Report #SODCX

EXPERIENCE

BEST COMPARISON



State of Digital CX Report #SODCX

EXPERIENCE

BEST SUPPORT COMMUNITY PREVIEW



State of Digital CX Report #SODCX

EXPERIENCE

BEST MESSAGING



State of Digital CX Report #SODCX

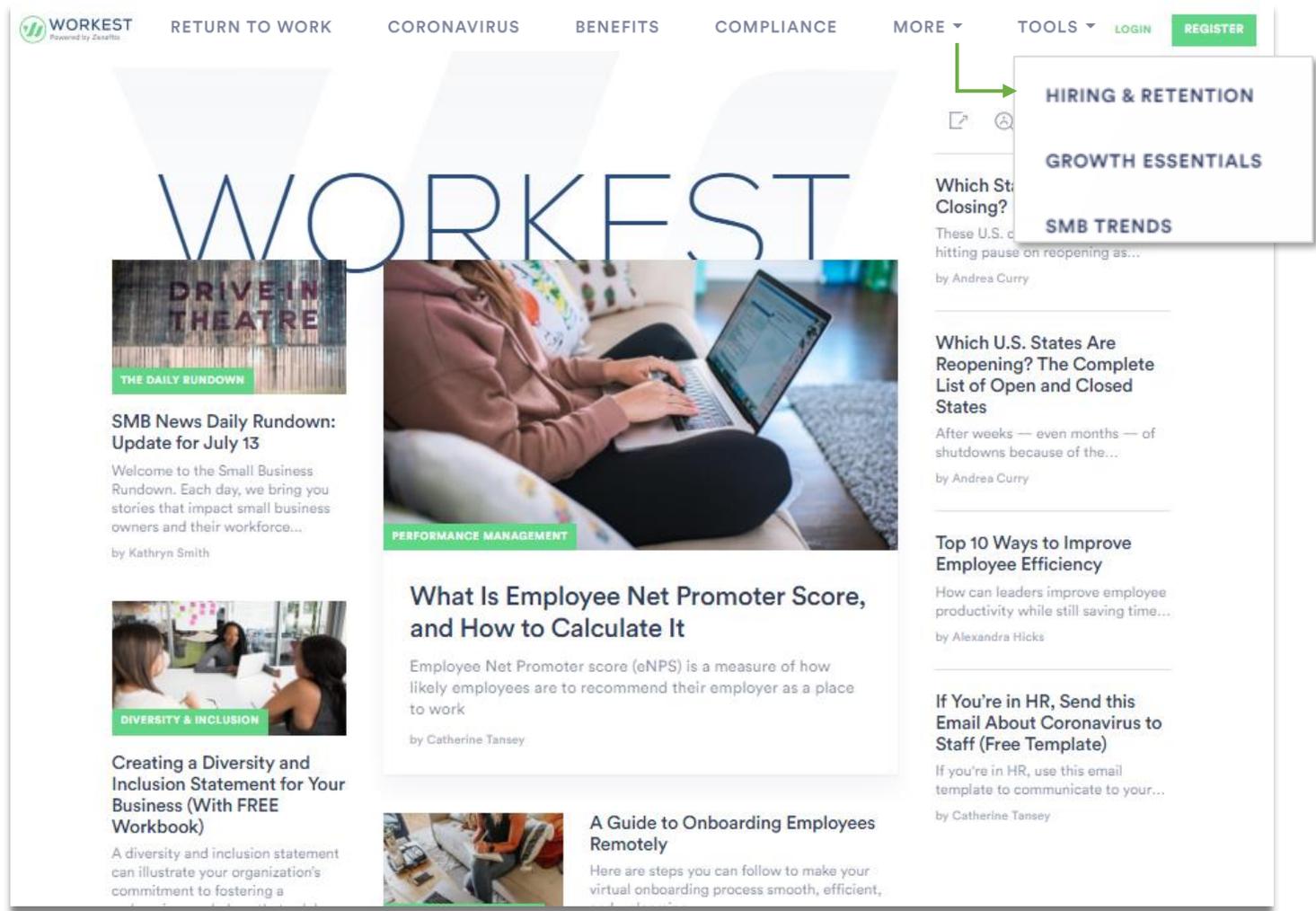
EXPERIENCE

BEST CONTENT



State of Digital CX Report #SODCX

02 BEST BLOG EXPERIENCE



Blogs are consumed by buyers pre- and post-purchase. Done well, they are integral to a mature content strategy. They allow brands to showcase thought leadership, boost discoverability, and keep their audiences informed and engaged.

- The WORKEST blog serves as a content hub for small businesses, providing value-add information on a range of issues that are central to their HR audience.
- The editorial team pivoted well to COVID topics – safety, PPP, compliance, remote work, returning to work, along with state-by-state updates.
- Content is timely and presented in a journalistic style – more about news and less salesly than others in the group that target SMB.

02 BEST BLOG EXPERIENCE

AUTHORITY & QUALITY

Well-written posts, many authored by business bloggers, industry experts, and other freelance writers



About the author
Grace Ferguson

Grace Ferguson is a business writer and blogger covering payroll, employee benefits, and human resources. She has vast experience serving as a payroll and benefits administrator for large and small businesses. At age 18, Grace landed her first job: working as a secretary for a forestry company.



CONTENT WITH UTILITY

- Daily Rundown of news impacting SMB
- Available checklists, guides and templates for the HR practitioner



THE DAILY RUNDOWN

SMB News Daily Rundown: Update for July 10

Welcome to the Small Business Rundown. Each day, we bring you stories that impact small business owners and their workforce.

by Kathryn Smith



THE DAILY RUNDOWN

SMB News Daily Rundown: Update for July 9

Welcome to the Small Business Rundown. Each day, we bring you stories that impact small business owners and their workforce.

by Kathryn Smith



EMPLOYEE ONBOARDING

A Guide to Onboarding Employees Remotely

Here are steps you can follow to make your virtual onboarding process smooth, efficient, and welcoming.

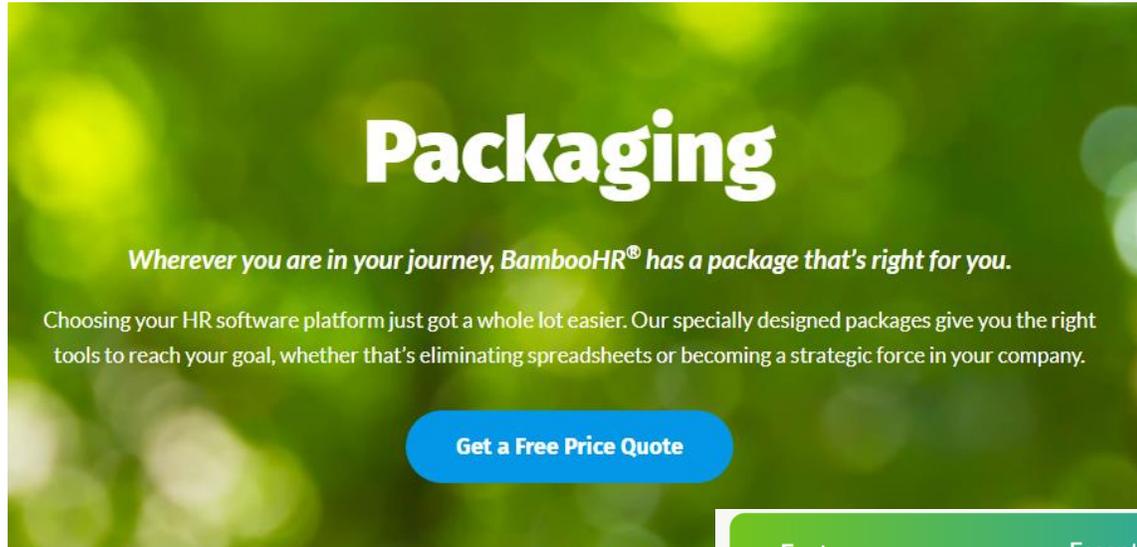
by Cinnamon Janzer

Suite of aligned content



Jean Spencer, Marketing Manager This is a reference slide
30 // 60 // 90 Day Ramp Plan

Connection	Commitment	Contribution	Progress
30 06/15/2020 Get to know your role & team <ul style="list-style-type: none"> Understand role / team / product & service Meet with team Ensure access to tools, people, and process for long-term success Set weekly / bi-weekly meetings First Assignment <ul style="list-style-type: none"> Develop one-month marketing plan Launch first mini-campaign Goal <ul style="list-style-type: none"> Complete marketing plan, get approval from cross-functional team KPI <ul style="list-style-type: none"> 1:1 meetings completed with all team members Next Steps <ul style="list-style-type: none"> Set up meetings Set up 60 day check-in 	60 06/15/2020 Autonomize in your role <ul style="list-style-type: none"> Demonstrate understanding of the tools and requirements of the job Start learning how your role connects with sales & product Assignment <ul style="list-style-type: none"> Develop one-month marketing plan Launch first mini-campaign Communicate needs, dependencies, resourcing, as needed Goal <ul style="list-style-type: none"> Launch first campaign KPI <ul style="list-style-type: none"> Build online community by 100 members Increase engagement by 4% Campaign launch on time Next Steps <ul style="list-style-type: none"> Set up meetings with cross-functional groups Set up 90 day check-in 	90 06/09/2020 Demonstrating progress <ul style="list-style-type: none"> Fully connected to teams, role Demonstrate autonomous decision-making Owning responsibility of actions and demonstrating leadership Assignment <ul style="list-style-type: none"> Using learnings from first campaign, develop long-term marketing strategy Goal <ul style="list-style-type: none"> Develop 6 month strategy Hire designer, freelance writer, to support goals KPI <ul style="list-style-type: none"> Increase monthly web traffic by 10% M.O.M Increase social media by 25% M.O.M Make one hire by December Next Steps <ul style="list-style-type: none"> Set up regular manager check-ins as needed Prepare for performance review (self review, peer review, manager review) 	



**STRAIGHTFORWARD SIDE-BY-SIDE COMPARISON
MAKES IT EASY FOR BUYERS TO UNDERSTAND
WHAT'S AVAILABLE IN EACH MODULE AND FEATURES
PER PRICING TIER.**

Features	Essentials	Advantage
HR Management		
+ Employee Records	✓	✓
+ Benefit Tracking	✓	✓
+ Standard Reporting	✓	✓
+ Document Storage	✓	✓
+ Standard Access Levels	✓	✓
+ Standard Workflows & Approvals	✓	✓
+ Standard Email Alerts	✓	✓



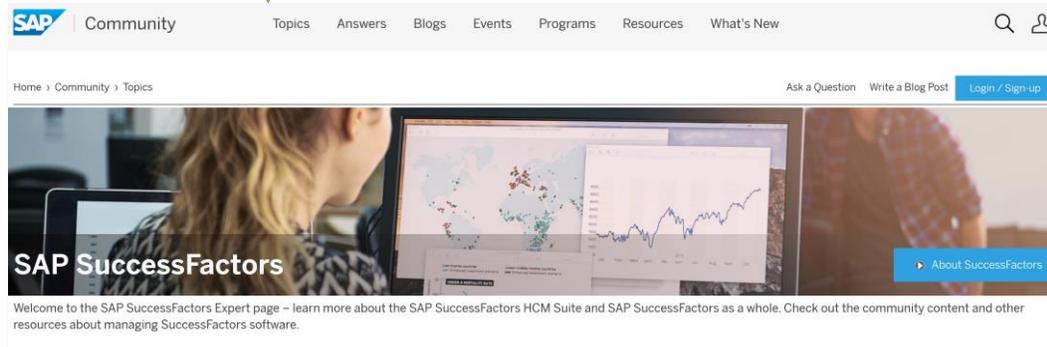
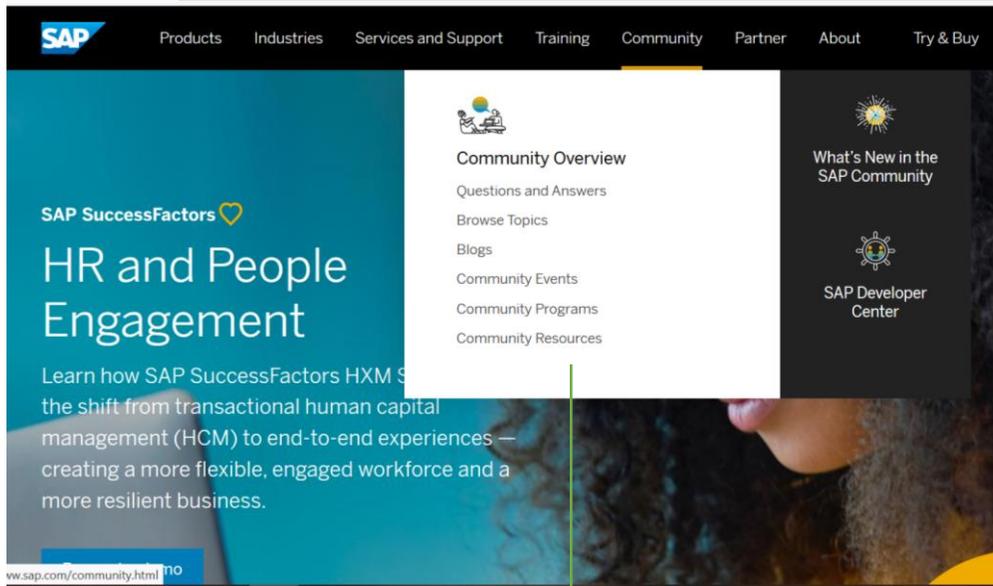
The evaluation phase of the buyers' journey – where prospects are trying to build apples-to-apples comparisons of their options – can be frustrating experiences.

- BambooHR is one of the few solution providers in the group that provides clear, concise information on functionality available in different packages and price points.
- Recognizes buyers are in different stages of growth; not 'one size fits all.'
- Provides ROI calculators to help tell the value story.

02 BEST SUPPORT COMMUNITY PREVIEW EXPERIENCE



COMMUNITY IS PART OF MAIN NAVIGATION



Evaluating the support experience is a key part of the vetting process. Very few solutions providers we scored provided a window into the support and implementation experience. IT buyers don't just take vendors' word for it; they need to see for themselves.

- Online communities are part of the SAP business model. They recognize that peer and expert support helps their customers be successful in deploying and using their technology.
- Community sits front and center as part of their main navigation.
- Full user access requires registration, but SAP provides a snapshot of community activity for IT Buyers to preview time to resolution and gauge the level of expertise available to them.

02 BEST SUPPORT COMMUNITY PREVIEW EXPERIENCE



EXPERT CONTENT & SUPPORT

- Topical thought leadership
- Connection to Knowledge Hub
- KB Articles & Blogs
- Product documentation
- Join Now

Featured Content



Set your strategy for HR transformation
View the latest HR trends



Explore HCM research, product information and customer stories.
Check out the Knowledge Hub



Learn how we recommend setting up and using SAP SuccessFactors products and services
SAP Model Company for HR



Receive our monthly newsletter for essential SuccessFactors product, support and process updates
Subscribe to the Compass newsletter

Technical Articles

Arijit Sardar
June 21, 2020 · 3 minute read

Is it possible to report on "Position Creation Date" in Advanced Reporting?

4 Likes · 391 Views · 0 Comments

****NOTE: All the screenshots are taken from Sales Demo Instance****

As a SuccessFactors Administrator, we do create Positions from "Manage Position" option in SuccessFactors Application. While creating Position, we have an option to select "Effective Start Date" of the Position. Let's assume we create a Position called - "TestPosition" on 18th June, 2020. However, we have set the "Effective Start Date" of this Position on 1st Jan, 2021. In the Position object, we only see effective start date but we do not see on which date Position is created. Also, in database position creation date is not stored. Even in Advanced Report or Adhoc Report there is no field which can fetch Position Creation Date. We have only option to fetch Effective Start Date of the Position in reporting framework.

Possible Workaround to get Position Creation Date via Advanced Report:

NOTE: Advanced Report can only be configured for Employee Central (EC) Customer, for Non EC customer, Advanced Reporting will not be available.

Expert Content

SAP SuccessFactors customer community

Join the SAP SuccessFactors customer community to access privileged information like release content, product roadmap, and support monitored Q&A. This site is essential for system administrators. An SAP User Account (S-user ID) is required for access. To learn more about S-user IDs, review our FAQ
Join the SAP SuccessFactors customer community
FAQ

SuccessFactors Support by Product

Find KBAs, guided answers, and support content related to each SuccessFactors solution
Support by Product landing page

Product documentation

Find administration and configuration guides for SAP SuccessFactors products
Visit the Help Portal

RAJESH PRAYAGA

HR Process Controls
Apr 27 at 09:48 AM | 44 Views

Hi,

In order for the HR Processes to run well certain steps need enhanced security or additional checks. As HR processes deal with data that is governed by multiple regulatory compliance requirements, what are the controls available in SAP HCM solutions? How are the risks being tracked using these solutions?

SAP SuccessFactors HCM Suite | SAP Process Control | SAP Risk Management | Cybersecurity, Governance, Risk, and Compliance | #hrm | #successfactors

1 Comment

Madhu Babu #MJ · Apr 27 at 12:47 PM
Hi Rajesh,

Generally standard controls provided by SAP are more on the specific HR configurations. However, when you really look into controls, then HCM business processes have to be assessed from following 3 aspects:

- Access Controls (SoD and Sensitive Access risks)
- Process Controls (To monitor the key configurations, key master data values that can influence the process, Duplicate claims check etc.)
- Fraud Controls (To perform transactions analysis to identify exceptions or anomalies related to claims, payroll, ghost employees etc.)

Regards,
Madhu
Like 0 | Share

@madhusap
Madhu Babu #MJ

Overview

About

Username: madhusap
Company: SAP
Eisewhere: LinkedIn Profile
Member since: October 10, 2013

Connections

137 Followers
15 Following

Reputation

28 Blog Posts published
175 Tags contributed to
0 out of 41 Questions closed
196 out of 583 Answers accepted

Dashboard for respondents help users gauge reputation

02 BEST MESSAGING EXPERIENCE

A single HCM system that evolves as you do.

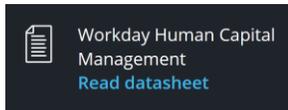


Navigating Process and Policy Changes Related to COVID-19

How the CFO Can Tackle Uncertainty and Persistent Change

The finance team is at the forefront of leading a business through uncertain times. What should CFOs be focused on? In this article, we look at five key areas to prioritize.

ADDRESSING STRATEGIC ISSUES
WHILE ALSO PROVIDING IT-
TARGETED CONTENT



DEPLOYMENT



Let's go live.

Once you've selected Workday, it's time to get up and running. And with our deployment options, you get the functionality and value you expect—fast.

Workday Human Capital Management (HCM) is fundamentally different. Built as a single system with a single source for data, single security model, and single user experience, it offers organizations a cloud-based system that evolves to meet changing business objectives in a changing world.



For buyers, messaging should clearly and directly convey information that helps them make sound and low risk decisions.

- Workday messaging balances the evolutionary and operational aspects of HCM.
- Voice and tone are geared toward multiple roles at the user level (IT, HR pro, LOB) and Executive level (CEO, CFO, CHRO/CPO, CIO/CTO).
- Product messaging is more complete and detailed than others. Covers hot button issues for IT, such as architecture, cloud migration, deployment, partner and support models.
- Resource Hub serves up an extensive range of thought leadership and product content – accessed by topic, industry and business size
- Approach extends seamlessly to crisis communications

WELL EXECUTED CRISIS CONTENT

- Centralized resources offer insights from customers, partners and employees delivered in a non-salesy, Q&A fashion
- Solid stance on diversity; offers rich content and conversation



HUMAN RESOURCES WORKDAY NEWS AND CULTURE

A Candid Conversation About Equality, Workplace Diversity, and Committing to Change

Aneel Bhusri, Michael C. Bush, and Ashley Goldsmith discuss the importance of listening, learning, and driving measurable change to build diverse, inclusive workforces.

Mary Hayes Weier



Resources for navigating COVID-19.

From keeping your business going to planning for what's ahead, there's a lot for you to consider. To support you in navigating the challenges of COVID-19, we've gathered resources full of practical tips and insights.

Staying connected while working apart.

With stay-at-home orders reshaping the business landscape, the workforce has become fluid and remote. To manage in this new world of work, you need new strategies. Read on for tips on keeping your employees engaged.



Creating New Opportunities Through Disruption
[Listen to Podcast](#)



Reimagining Talent, Work, and Workplaces in a COVID-19 World
[Read Blog](#)



Best Practices for Supporting a Flexible Workforce
[Listen to Podcast](#)



IMAGERY IS MORE INCLUSIVE OF DIFFERENT GENERATIONS



02 BEST CONTENT EXPERIENCE CERIDIAN

CERIDIAN

Relevant content leads to preference. Organizations with mature content strategies work to understand the dynamics of their buyers, provide value and insights with their content, apply best practices, and reach their audience off-property.

- Ceridian's content addresses full Buying Center – C-suite to practitioners.
- Includes up-level content on topics, such as succession planning, consumerization of the employee experience, and the future of work.
- Able to leverage inhouse research to produce thought leadership and get coverage in earned media outlets, key to IT decision makers and other buyers.
- Provides a fair amount of analyst content which is high authority, high value to buyers.
- Applies a compelling storytelling narrative to their case studies.

Insights into the future of work

HR LEADERSHIP CONTENT



ANALYST REPORTS HIGHLIGHTED

Reports
Constellation Research analysis: Dayforce recognized as Best Holistic HCM suite for midmarket and enterprise
[Read](#)

Reports
Workforce Management (WFM) Technology Matrix 2020
[Read](#)

Reports
Nucleus Research analysis: Ceridian delivers ROI for retail
[Read](#)

Reports
Human Capital Management (HCM) Technology Value Matrix 2020
[Read](#)

02 BEST CONTENT EXPERIENCE CERIDIAN

INDUSTRY PERSPECTIVE

Looking back to move forward: How the pandemic highlighted the healthcare sector's biggest workforce challenges



Retail's cautious restart: How COVID-19 will choose retail winners and losers



Top Pick | June 26, 2020

A double imperative: The public sector must address the Silver Tsunami and the millennial gap today

Addresses multigenerational issues

FEATURES IN KEY IT MEDIA



Customer Stories

DeafBlind Ontario Services supports independence



Customer Stories

How Buehler's Fresh Foods is rallying the essential workforce

STORYTELLING APPROACH TO CASE STUDIES

- Provides more depth than just "Problem-Solution-Results"



Customer Stories

How Marshall Health is caring for the caregivers during a pandemic

A glowing lightbulb with a spiral filament inside, set against a dark blue background with other lightbulbs.

Thank You

#SODCX

03 ABOUT COMBLU

In addition to industry digital CX best practice reports, ComBlu provides counsel and execution for clients on a range of digital projects including:

- Content and messaging strategy
- 360° persona and buying center development
- Media strategy and outreach
- Diagnostics: audits and journey mapping
- Digital thought leadership and virtual events
- Content editing and development
- Customer community building
- Advocate and influencer engagement
- Measurement frameworks



The ComBlu team is here to help you solve today's digital marketing and content challenges. Our plans provide a long-term view and identify near-term options. We help our clients in technology, healthcare, NPO, financial services and professional services prioritize intelligently and demonstrate quick wins to scale. Learn more [about ComBlu](#) and what we do.

SOME OF OUR CLIENTS



CONTACT US

WWW.COMBLU.COM



ADDRESS

1046 W. Kinzie St.
Suite 300
Chicago, IL 60642



E-MAIL

ctreleaven@comblu.com
jvoisard@comblu.com



SOCIAL

