STATE OF DIGITAL CX SERIES
HR TECH FOCUS

Assessing digital content and engagement
across the decision journey

COM | **CONTENT**
BLU | **SOLVED**

ABOUT THE STUDY

This report analyzes how top HR Tech companies are executing on digital customer experience (CX). It offers valuable insights to software marketers for whom digital CX has jumped in priority in a post-COVID world.

The State of Digital CX Series examines the broader B2B corporate technology landscape. Our focus is on sectors experiencing rapid growth and innovation that compete in highly crowded markets.

We chose HR Tech as our initial chapter. This large and complex space can be challenging for prospective buyers to navigate easily – even for SMB where the application of digital CX best practices is most critical.

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.

Brands in the selected peer set are scored in the following CX categories:

- Content strategy
- Messaging
- UX/UI
- Reputation
- Voice of the customer
- Service and support

This set of diagnostics helps clients pinpoint what works, what could be improved, and where there are opportunities to add, extend and innovate their CX delivery. Prescriptive recommendations help teams prioritize where to start.

We applied our scoring methodology to HR and other 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). We found some solid best practice models in the HR Tech Sector, but when it comes to delivering a consistent digital CX, solutions providers have left some dots to connect and levers to pull.

While most germane to those in HR Tech, lessons learned can be useful to other corporate B2B technology sectors, or really any B2B marketer that owns digital. We have found a lot of value in this exercise and hope you will too. If you have specific questions about the results or are interested in scoping a custom peer report, please reach out **to** Jim Treleaven.

COM BLU | CONTENT SOLVED

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

CISCO   DELL   vmware

Microsoft   sitecore

Capital One   barclaycard

ARAG   3M

TABLE OF CONTENTS

01 OVERVIEW

- Why Digital CX?
- B2B Technology Environment
- Buying Center: SMB to Large Enterprise
- HR Tech Industry Insights

01 WHY DIGITAL CX?

Delivering a seamless customer experience that is connected across channels is not easy or automatic. **If we know one thing, it's that digital is hard**. Our goal with this study is to help B2B technology companies, large and small, objectively evaluate and recalibrate their digital CX approaches, where its needed.

Why now? 2020 was the year CX was to overtake product and price in preference. Companies were already competing on their digital experiences pre-COVID; the pandemic immediately elevated its importance. This trend will continue with an emphasis on discovery and engagement happening primarily online.

A solid digital CX requires intention and delivery. Many organizations are well intentioned about being customer-centric, but the resulting experiences are only as good —or bad — as the sum of its parts.

> **Digital CX requires key organizational functions to work in concert, pre-, during and post-purchase**.

CORE DIGITAL CX ELEMENTS
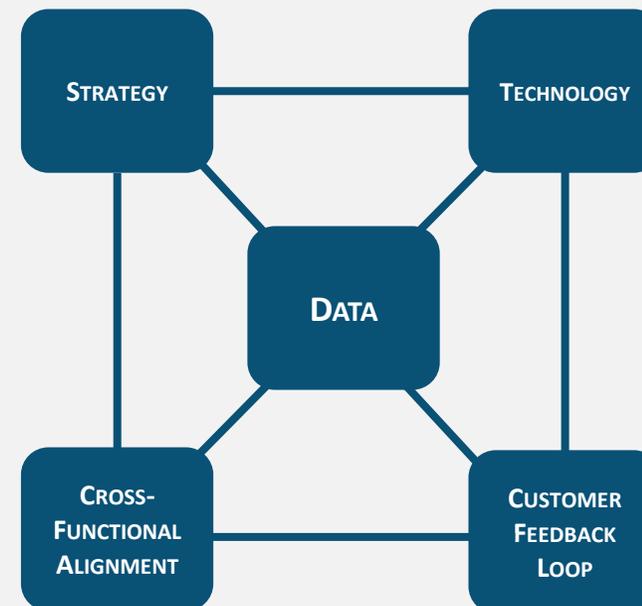
©COMBLU

The digital CX must-haves include:
- ✓ A **strategy** defined by customer preferences & needs
- ✓ Advanced **technology** that works well
- ✓ Organizational **alignment**
- ✓ **Customer** advocates
- ✓ Integrated **data** that provides actionable insights

01 CURRENT B2B TECH ENVIRONMENT

Why focus on B2B Corporate Technology? Because it's essential to business success, and it's an enormous and complex space to understand.

As a precursor to this study, we looked across current research on the state of B2B technology decision-making to anticipate what's next. Several key drivers emerged. More data and detail is in our blog, but here is a high-level summary:

- SaaS made cloud accessible to the different lines of business (Marketing, Sales, HR, Finance, etc.), which in turn, could then circumvent IT and deploy on their own. (And they did).

- The rise and dominance of the B2B corporate software marketplace began and new markets were created by disrupters at a dizzying pace.

- Software proliferated throughout organizations and it began to stack up. Much of it goes unused to this day and shelfware is a mounting problem.

- Who will lead digital transformation when the dust settles? A new and improved CIO.

THE PENDULUM SWINGS BACK TO IT

For a deeper dive on B2B tech purchasing,
we recommend reading
The Pendulum Shifts Back to IT

B2B TECHNOLOGY PRIORITIES SHIFT

RESHUFFLED CORPORATE TECHNOLOGY AGENDA POST-COVID

IT priorities will center on addressing urgent improvements and long-term planning, which means they **need to balance future innovation with improving current operations**. **95%** of tech priorities shifted post-COVID[1]. Depending on how companies re-oriented, **30%** of projects are to be expedited while nearly **47%** are expected to be delayed[2]. In either case, **59%** of technologists expect to be in firefighting mode[1].

HIGHEST PRIORITY AREAS
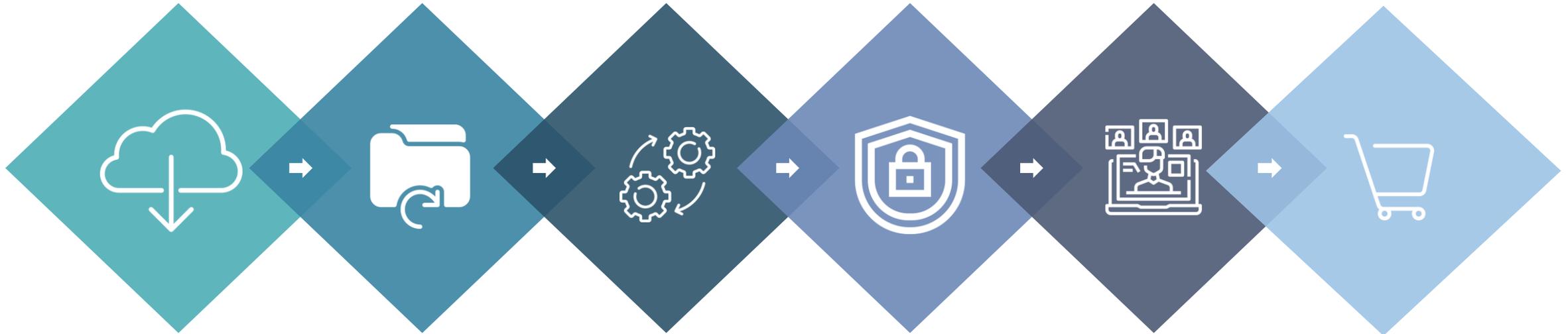
CLOUD

DATA INTEGRATION
- Financial reporting
- Supply chain visibility
- Understanding & improving customer interactions

DIGITAL TRANSFORMATION
- Operations
- CX

CYBERSECURITY

REMOTE WORK

ECOMMERCE

1. App Dynamics
2. Demand Gen Report

SMB AND LE RELY ON BUYING CENTERS TO RECOMMEND TECHNOLOGY

DECISION-MAKING BY COMMITTEE

Midmarket companies have taken a page from the enterprise playbook and are formalizing buying centers.

Depending on the company type, size and industry, these multi-generational decision-making units (DMUs) are made up of a variety of stakeholders that all have skin in the game. They are often measured by their technology selection and the adoption of it.

Some of the buyers and influencers will be known to the vendors being shortlisted, but many will not be. These "shadow stakeholders" are important but disruptive to the process.

Buying teams spend almost half of their time doing independent research and less than 20% of it meeting with the potential suppliers, according to Gartner. This means that each supplier sales rep in consideration only receives 5-6% of their attention. Today's customer journey resembles of a set of loops or cycles versus a linear path, and it will rely on digital first engagement for the foreseeable future.

A key role in the buying center that will have higher authority and veto power is the IT Decision-Maker (ITDM) – a role that warrants marketers' careful attention.

71%
of organizations have buying centers in place

Demand Gen Report

Buying Centers allocate
5-6% of their time
to each sales team
on the shortlist
Gartner

The Buying Process Has Evolved

The modern Buying Center is more sophisticated now than even three years ago. The purchase process is driven by strategic priorities and requires extensive pre-work before others are involved.

Matrixed teams are formed – comprising C-Suite leaders, functional managers and end users – all with varying degrees of expertise and influence. Many come in and out of the process. With so many stakeholders involved (up to 25 in some companies per IDG), reaching consensus can be difficult.

When evaluating solutions, buyers prefer to fly under the radar for as long as possible. They conduct extensive anonymous online research in what G-Shift coined the "dark funnel."

Buyers try to stay dark for up to 3 months and they signal when they are ready.

B2B DECISION MAPPING: PRE-PURCHASE

This diagram represents a pre-purchase, or top of the funnel, decision map. It illustrates the buying stages and stakeholders that can be involved in a tech purchase.

©COMBLU
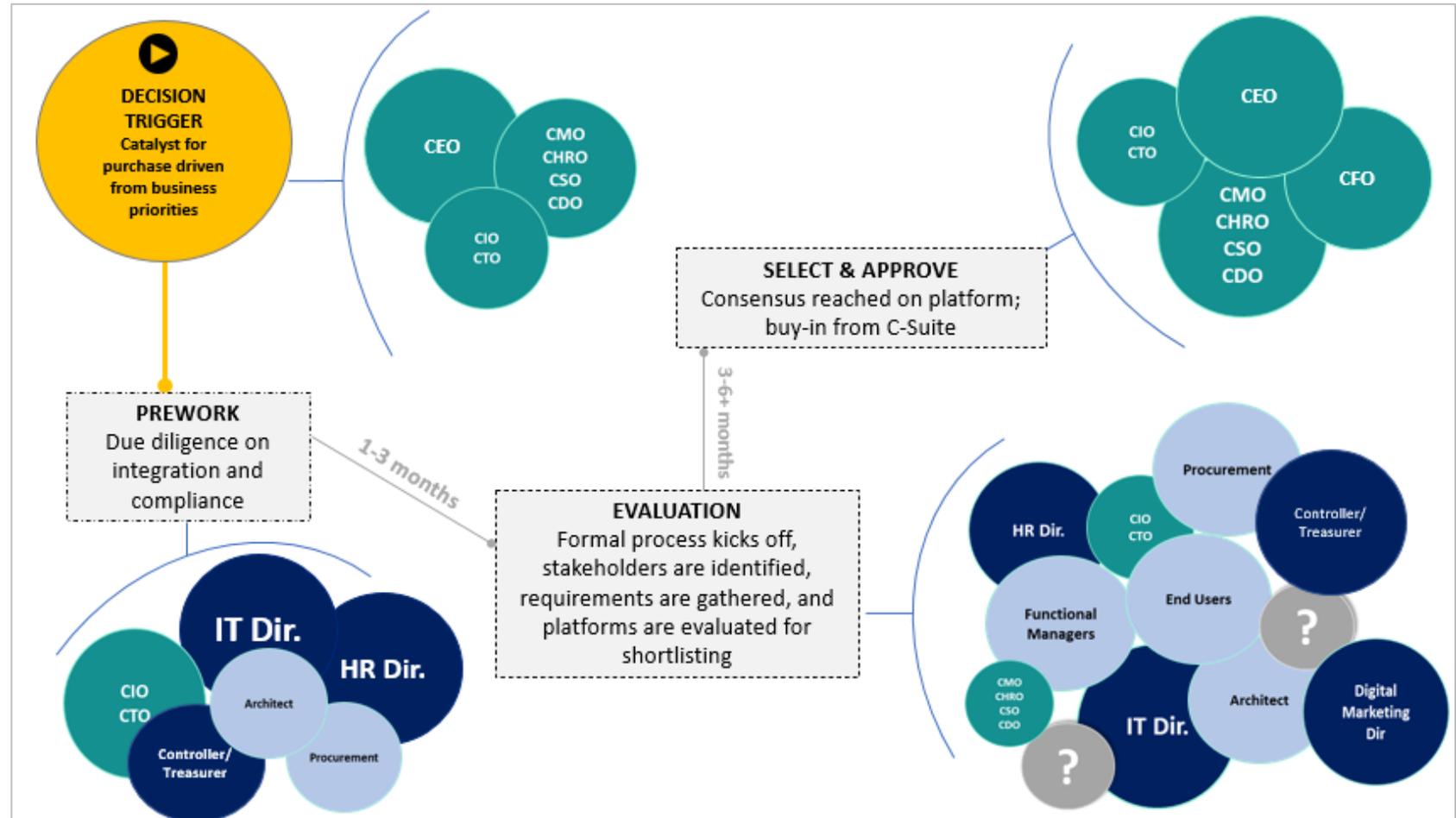
01 HR Technology: Industry Timeline

Disrupters have been the catalyst for and the result of steady technological advancement in the world of work for the last 40+ years.

TECHNOLOGY/ SHIFT				
• Fax Machine goes mainstream • Payroll automation • HRMS	• ERP • WWW • Online job boards • Email goes mainstream	• Intranets • Cloud • Social Media • HR Tech	• SaaS • Portals • Live chat	• AI • Apps • WorkTech

DISRUPTERS				
PeopleSoft	Monster.com Hotmail	LinkedIn	Oracle SAP Workday	TBD

| 1980s | 1990s | 2000s | 2010s | 2020s |
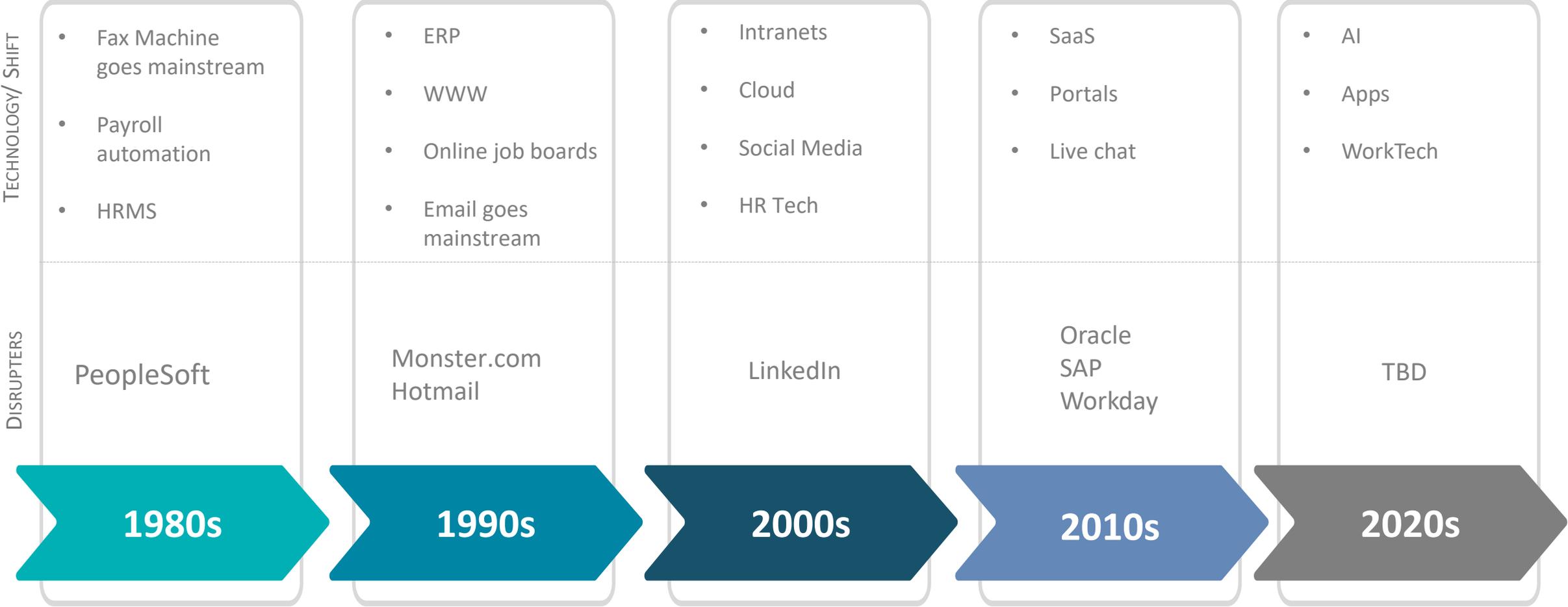
01 THE RISE OF THE HR TECH INDUSTRY

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

HR Technology Market 2019: Disruption Ahead

joshbersin

PwC's HR Technology Survey 2020

Business leaders are benefiting from their HR tech and expect even more in the future—what needs to change?

- 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.

HR Tech Has A Complex Ecosystem

The lines blur a bit, but here is a simplified breakdown of key areas to watch:

There are **Core Platforms** that all companies need; they are designed specifically for the size of the business. Disrupters entered this market and forced incumbents to reimagine themselves. Not surprisingly, many of those disrupters came from incumbent organizations.

CORE HR

HRIS
Payroll
Benefits

TALENT

Recruitment
Selection
Onboarding
Learning & Dev
Engagement
Performance Mgmt

The growing **Talent** category includes recruitment, engagement, and learning and development (L&D) type tools. Talent became a bridge for many core solution providers to reach other audiences and can be found as part of their Human Capital Management (HCM) suites. A plethora of standalone, next-gen employee apps have also entered the arena in the last 2 years.

HR TECH

A big growth area is **Employee Experience (EX)**, which is much broader than employee engagement. EX comprises the employee journey and interactions with HR, IT and Finance. For some companies, it has become a middle-ware solution that bridges the gap between ERP and other corporate systems.

EMPLOYEE EXPERIENCE

Communications Tools
ERP Integration
People Analytics

WELLNESS

Gamification
Tracking
Wearables
Financial Planning

Booming consumer markets for **Wellness** apps, like financial education tools, specialized insurance (legal, pet), and now telehealth solutions, have a home in the voluntary benefits space. And, of course, there is an app for that. The potential for AI and automation is especially great in this area.

Fast Fact: LE is running 9 or more of these applications (Bersin's Disruption Ahead Report)

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.

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.

START

Decision can be triggered by a high-level initiative.

EMPLOYEE CULTURE

CHRO or CPO owns & funds employee culture agenda items but will be in lock step with peers. An executive steering committee prioritizes the strategy.

EMPLOYEE EXPERIENCE

A cross-functional core team made up of directors, managers and specialists in key areas: HR, IT, Finance and Procurement are tasked with recommending a technology solution that must gain wide-spread adoption. This requires the participation of different end users that represent the needs and interests of employees across the organization.

ENGAGEMENT SOLUTIONS

CEO

CFO

CIO

CHRO CPO

C-Suite

End Users

Core

©COMBLU

02 METHODOLOGY

- METHODOLOGY
- EVALUATION SET

DIGITAL CX CATEGORIES

COMBLU'S SCORECARD EVALUATES DIGITAL CX PERFORMANCE IN THE FOLLOWING CATEGORIES:

CONTENT STRATEGY

Accessible and quality content designed to reach, inform and engage a multigenerational buying center along an integrated funnel.

MESSAGING

Product and crisis communications are appropriate, clear, honest and informative and are intended to support customers and prospects' decision-making.

UX/UI

Follows technical best practices to ensure a frictionless and error free experience across devices.

REPUTATION

Demonstrated credibility and validation from influential third parties: analysts, experts, media and peers.

VoC

Examples, recommendations, and stories told from the customer's perspective.

SERVICE AND SUPPORT

Public sentiment on post-purchase experience; available content and resources for prospects to evaluate the support and implementation experience.

DIGITAL CX SCOPE

ON-DOMAIN

WEBSITE
BLOGS/CONTENT HUBS
COMMUNITIES
PAID SOCIAL
REGISTRATION
EMAIL
ASSETS: WEBINARS, WHITEPAPERS, EBOOKS, GUIDES, COLLATERAL, CASE STUDIES

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

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.

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 Predicative Analytics.

03 DIAGNOSTICS

- SUMMARY FINDINGS
- PERFORMANCE BENCHMARKING
- CATEGORY LEADERS

HIGHLIGHTS

Most of the software providers did particularly well in the areas of thought leadership and crisis communications. Many of the assets have high utility and address the needs and pain points of a key stakeholder – the HR Generalist.

- **Workday** scored the highest, having stepped up their messaging and crisis communications while providing content to support the customer journey, pre- and post-purchase.

- **SAP** was the second highest scorer. They have historically performed well in our industry studies over the years, standing out as a beacon brand in content strategy and community. This was the case here as well.

- **Paylocity** and **Ceridian** were close follows. Paylocity improved their experience during the scoring period while providing strong customer validation alongside brand voice. Ceridian's content targets a multi-generational buying center and offers in-depth industry context and insights.

OPPORTUNITIES FOR IMPROVEMENT

There are a few consistent areas where vendors can focus to better mirror best practice. Most notably, in providing a more intuitive user interface and easier to navigate site architecture.

Looking for key information can be difficult and time-consuming. For example, finding technical content appropriate for the IT audience proved challenging. And lacking apples-to-apples product comparisons forces buyers to rely on third party platforms or a partner to get a clear view.

Solution providers could also benefit from:
- Serving up more content and messaging that speaks to both technical and C-Level decision-makers;
- Adding more personalization and channel integration;
- Re-evaluating their content gating and opt-in practices to ensure they're prioritizing a customer-first approach over lead generation; and,
- Doing the necessary blocking and tacking to improve the user experience and interface.

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

03 FINDINGS AND OBSERVATIONS

WE OBSERVED COMMON CX APPROACHES, BUT THERE WERE DISTINCT NUANCES BETWEEN SMB AND LE PLATFORM PROVIDERS.

OBSERVATIONS	SMB PLATFORMS	LE PLATFORMS
Vendors are comfortable targeting their sweet spot, but they need to cast a wider net to include other influential members of their buying centers and broader demographics.	Content, messaging, delivery and imagery are geared mostly toward a Millennial, HR Generalist Persona. There's a gap in IT and executive content.	Took much more of a buying center approach, but only slightly more of a multigenerational voice. Targets a broad group of roles: end users to C-Suite, both IT and non-IT, but there's a gap in CHRO-specific content.
Almost all vendors offered a rich mix of content formats. Vendors targeting LE may have the capacity to publish more asset types, but SMB made it count by providing utility with tools, guides and up-to-date crisis communication.	**Typical asset mix** • Videos • Demos • Blog as content hub • Podcasts • PDFs • Newsletters • Infographics	**Typical asset mix** • Videos • Analyst Reports • Whitepapers • Webinars • Blog • Podcasts • Documentation • Newsletters • Virtual Events
Site architecture can hinder buyer consideration efforts and impact making the short list.	Heavy on interaction, the pages and numerous click paths make feature comparisons difficult. Less bells and whistles and more clear and concise documentation that contains all pertinent product information for comparison and vetting.	Navigation of the enterprise solutions - where HCM is just one product offering - made finding contextual, high value IT content extremely difficult at times.

OBSERVATIONS	SMB PLATFORMS	LE PLATFORMS
Support content and experience is not public for IT validation and planning. This can derail the path-to-purchase. Community 'preview' can help.	Little in the way of community previews; few had visible user training or knowledge base assets.	Traditional tech companies are no stranger to the value and necessity of high performing support communities. They delivered more of a full-funnel experience.
Almost all vendors provided some form of third-party validation. Case studies are often presented as stories & most vendors provide testimonials. There are many contributions from outside experts. But, save for a few vendors, a lack of UGC (peer content) was a big miss across the board.	Features customer ratings & reviews and industry awards – best software, best place to work, etc.	Provides analyst reports, quadrants and benchmarking.
Very utopian and young/hip look and feel, but few stood out in the crowd. Many used similar stock imagery and had very similar messaging.	Almost all websites looked and sounded the same and communicated a feeling of whimsey.	Ditto, but with a more futuristic feel.

DIGITAL CX BEST PRACTICE LEADER BOARD

OVERALL, companies in the HR Tech sector show solid application of best practice, each demonstrating strengths in distinct categories.

But as a group, performance scores suggest there is room to grow and to pull away from the pack.

Legend: Best Practices (teal), Gaps (gray)
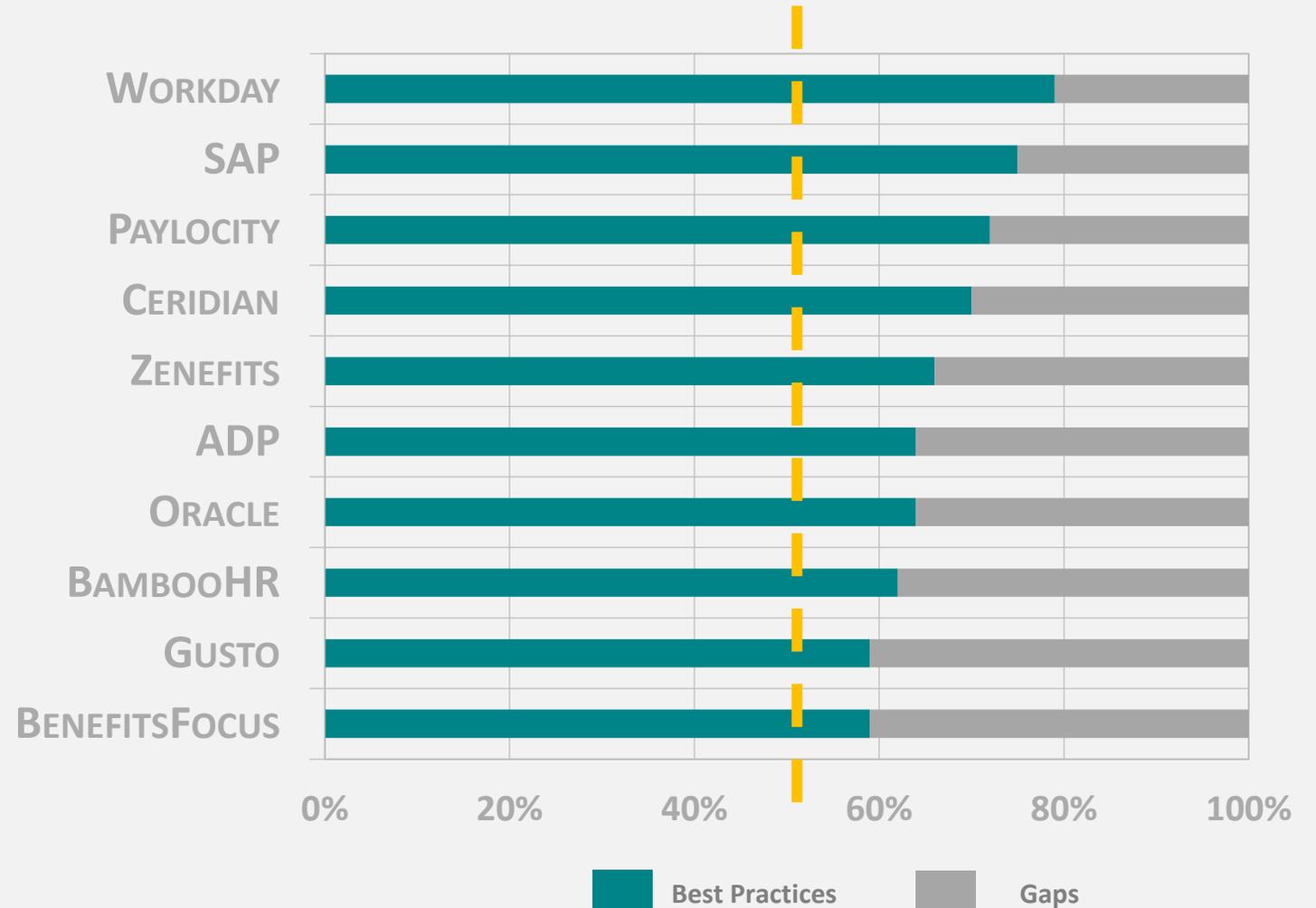
HR Tech Sector Digital CX Performance

Best Practices Applied

- Overall, crisis communications are being executed well which is especially important given the HR audience and current environment
- Solid thought leadership. Many vendors leverage data in a variety of ways, publish insightful content, and have an earned media presence
- The quality and level of utility in many of the content assets are high

Gaps & Opportunities

- Much of the content skews to one persona and demographic
- Light on relevant IT and executive-focused content and messaging
- Few vendors had post-purchase content available to view
- Voice and design is similar with few standouts
- Site navigation was often frustrating; made finding information and comparing platforms a challenge

Best Practice Adoption by Category

High → Low

Category	Adoption
Content Strategy	64%
Messaging	60%
UX/UI	68%
Reputation	69%
VOC	74%
Service & Support	63%
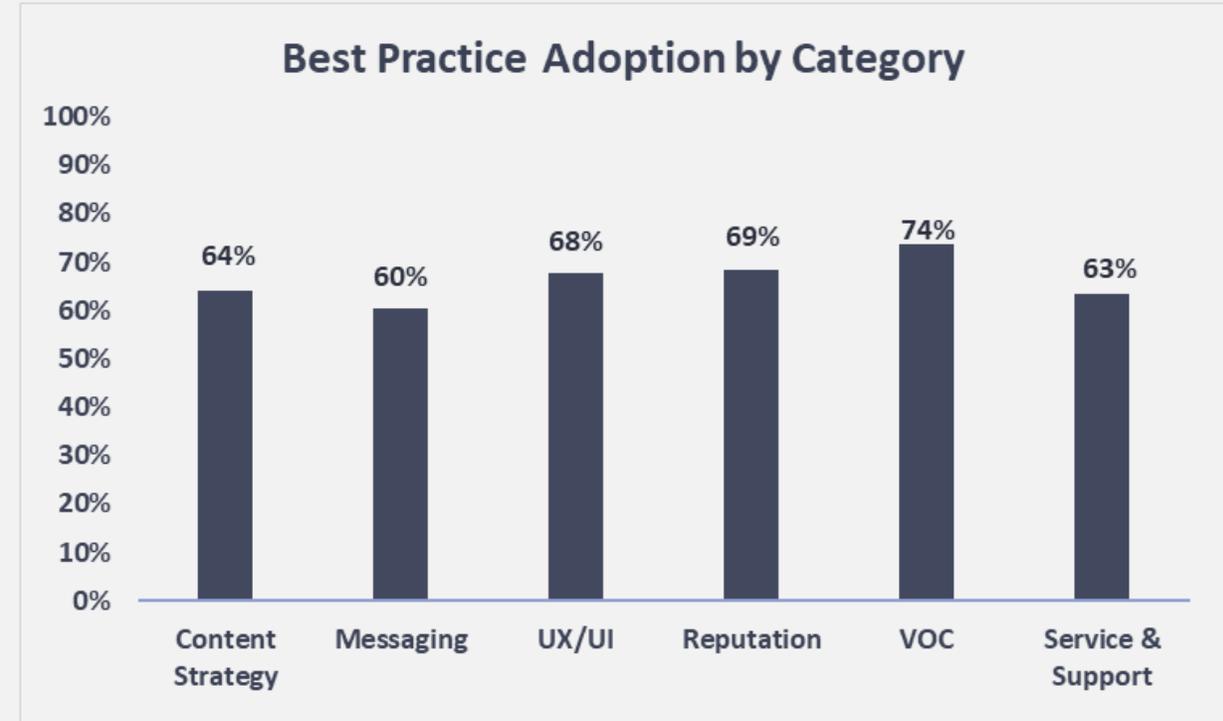
All are rising to address multiple crises with content, messaging, and product enhancements but room for improvement in all categories

Best Practice Leaders: The Top 3 Scorers

Workday's messaging – specifically its response to COVID and Social Justice – along with their VoC and post-purchase content and experience puts them at the top.

SAP consistently adopts and applies best practices across categories, including Support, Content Strategy and Reputation.

Paylocity recently redefined their branding and messaging and up-leveled their content to better reflect and address their audiences' new normal.

Top Performers by Category

03 CONTENT STRATEGY | Accessible and quality content designed to reach, inform and engage a multigenerational buying center along the funnel

HIGHLIGHTS
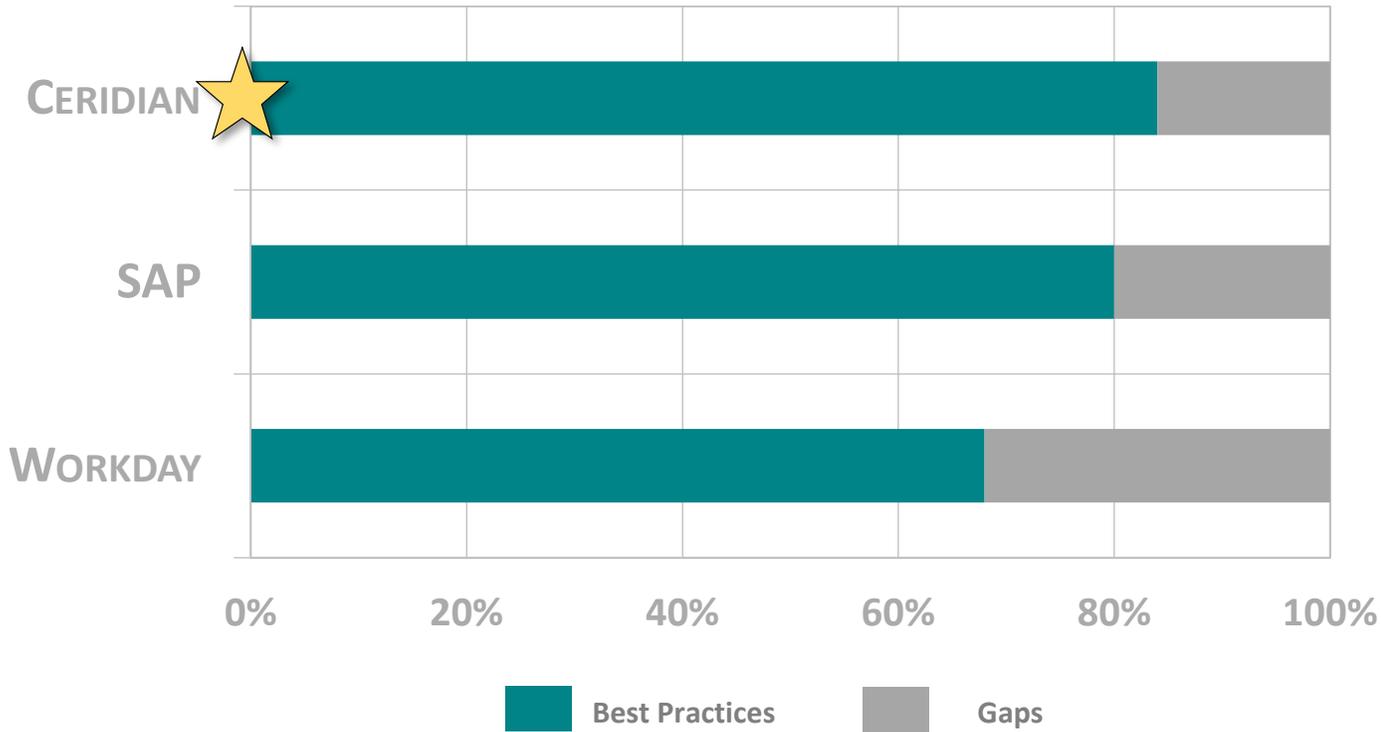
Company	Highlight
CERIDIAN	Full buying center approach; executive level content; high quality; industry insights/context
SAP	Multiple personas' needs addressed; ungated value-add long form assets
WORKDAY	Multiple personas' needs addressed; content has substance and depth

Best Practices ▬ **Gaps** ▬

MESSAGING | Product and crisis communications are appropriate, clear, honest and informative and are intended to support customers and prospects' decision-making

HIGHLIGHTS

WORKDAY — Balanced messaging; differentiated tone and look; crisis communications well executed; information for IT

CERIDIAN — Clear points of differentiation, appropriate crisis communications with an empathetic voice

BENEFITFOCUS — Appropriate crisis-related tone with contextual messaging; addresses security

Legend: ■ Best Practices ■ Gaps

X-axis: 0% 20% 40% 60% 80% 100%

UX/UI | Follows technical best practices to ensure a frictionless and error free experience across devices
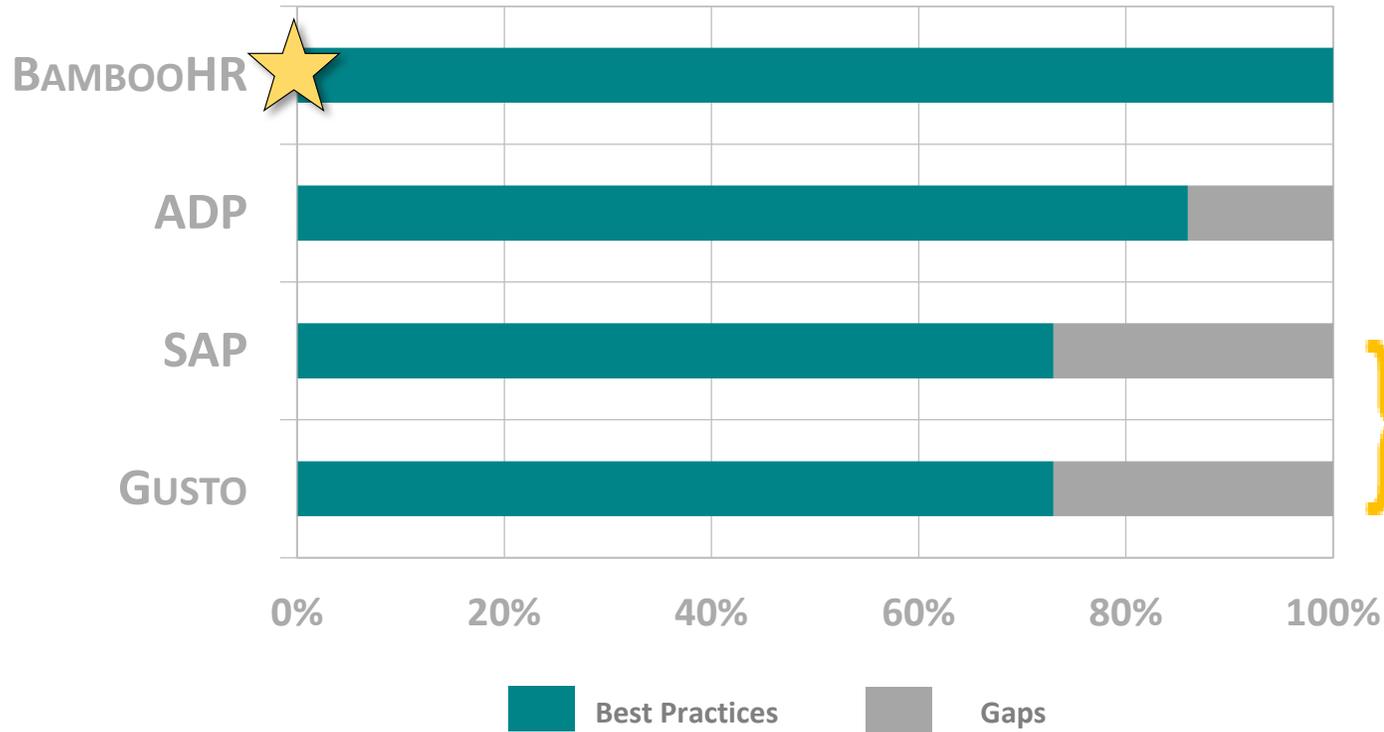
HIGHLIGHTS

Content was easy to find and get back to; error free; optimized for mobile; modern interface; site didn't get bogged down

The navigation was mostly seamless and intuitive

Simple interface; satisfactory mobile experience

Legend: Best Practices | Gaps

HIGHLIGHTS
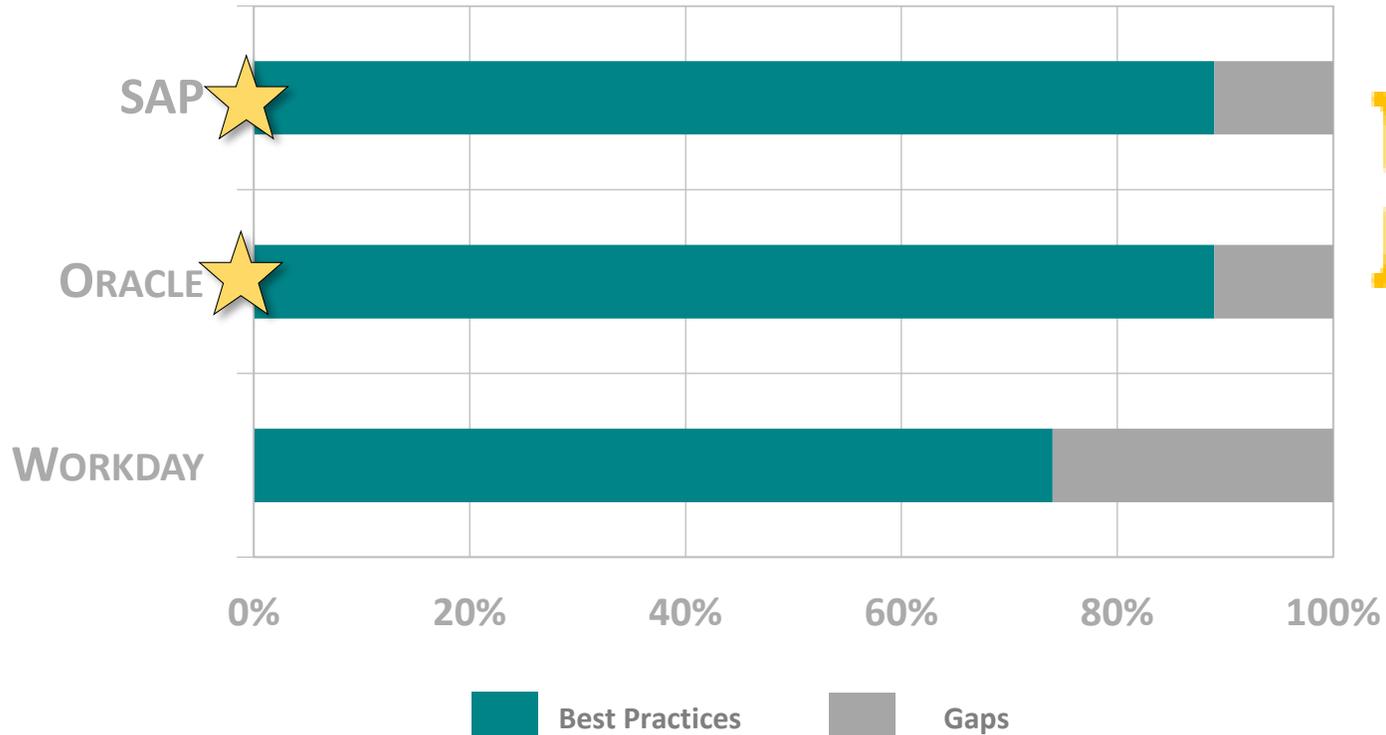
Earned media coverage; partner content; influencer contributions; branded thought leadership/publishing; employees serve as face of the brand; customer validation

Earned media coverage, employees as SMEs/evangelists, customer validation

Legend: Best Practices | Gaps

Chart categories: SAP, ORACLE, WORKDAY
X-axis: 0%, 20%, 40%, 60%, 80%, 100%

03 VOICE OF THE CUSTOMER (VOC) | Examples, recommendations, and stories told from the customer's perspective
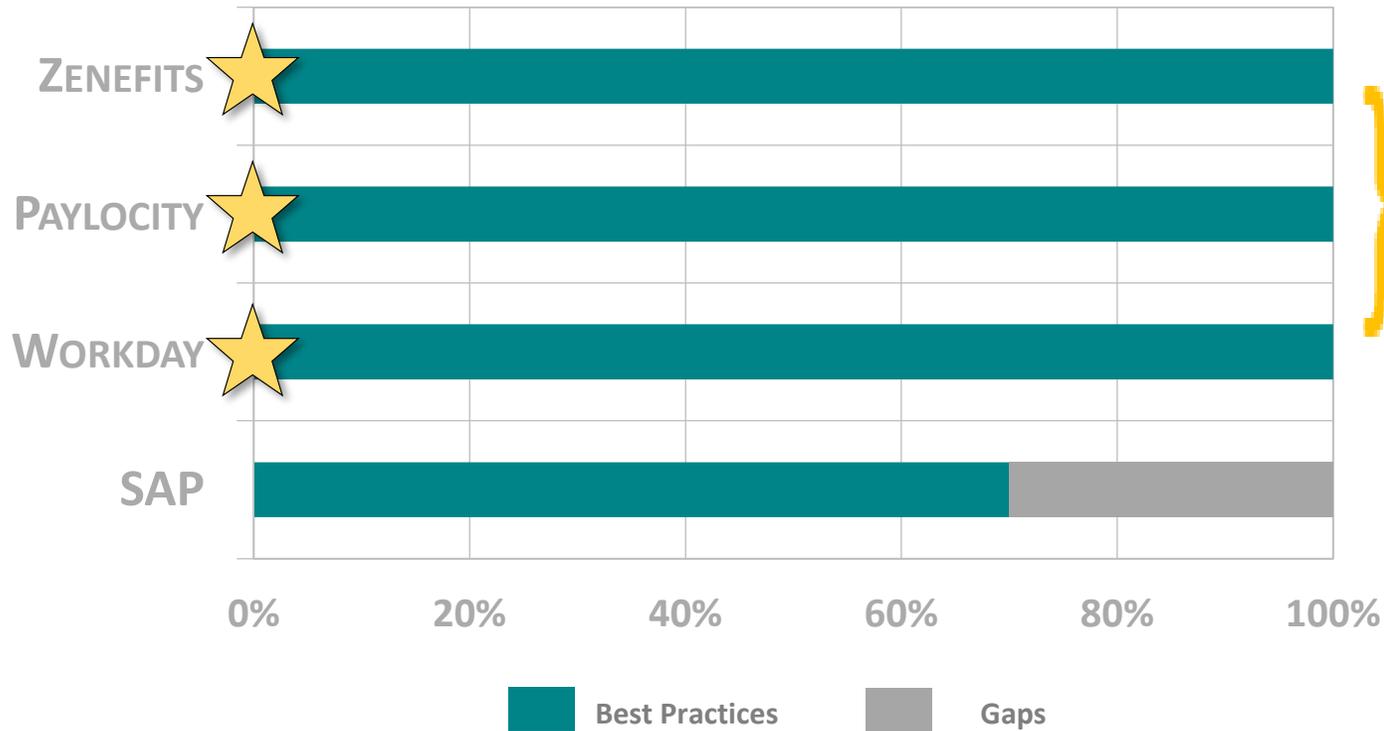
HIGHLIGHTS

Content mix includes a full suite of peer content: testimonials, quotes, case studies, storytelling and user generated content (UGC)

Case studies; rich user-generated content integral to content mix

Chart (horizontal bar chart):

Company	Best Practices	Gaps
ZENEFITS	100%	
PAYLOCITY	100%	
WORKDAY	100%	
SAP	70%	30%

X-axis: 0%, 20%, 40%, 60%, 80%, 100%

Legend: ■ Best Practices ■ Gaps

03 SERVICE AND SUPPORT | Public sentiment on post-purchase experience; available content and resources for prospects to evaluate the support and implementation experience

HIGHLIGHTS
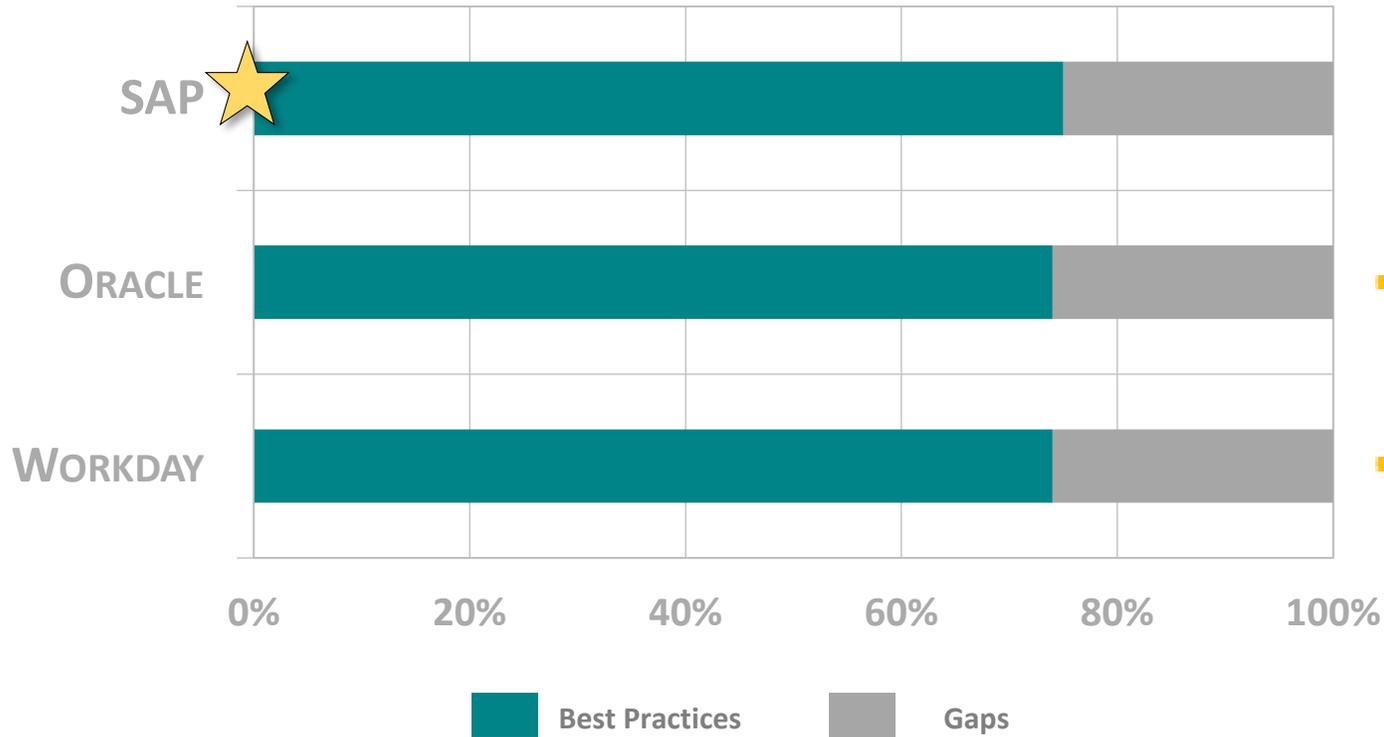
Transparent on support experience; community is front and center and the preview for buyers is rich with resources and experts

Knowledge base, technical resources and/or training available to review; communicates support and customer success channels

Best Practices   **Gaps**

04

Execution in Digital CX
Best Of Series: HR Tech

04 DIGITAL CX "BEST OF'S"

There were definite standouts and pockets of great execution that bubbled to the top in this sector and we want to recognize the best of them. This section highlights best practice models that digital marketers – regardless of industry – can apply to their own businesses. We focused on the following areas:

BLOG

COMPARISON EXPERIENCE

COMMUNITY PREVIEW

MESSAGING & COMMUNICATIONS

CONTENT DELIVERY

The digital CX assessment was conducted by ComBlu in June and July 2020 and does not reflect any subsequent web redesigns, pages or content.

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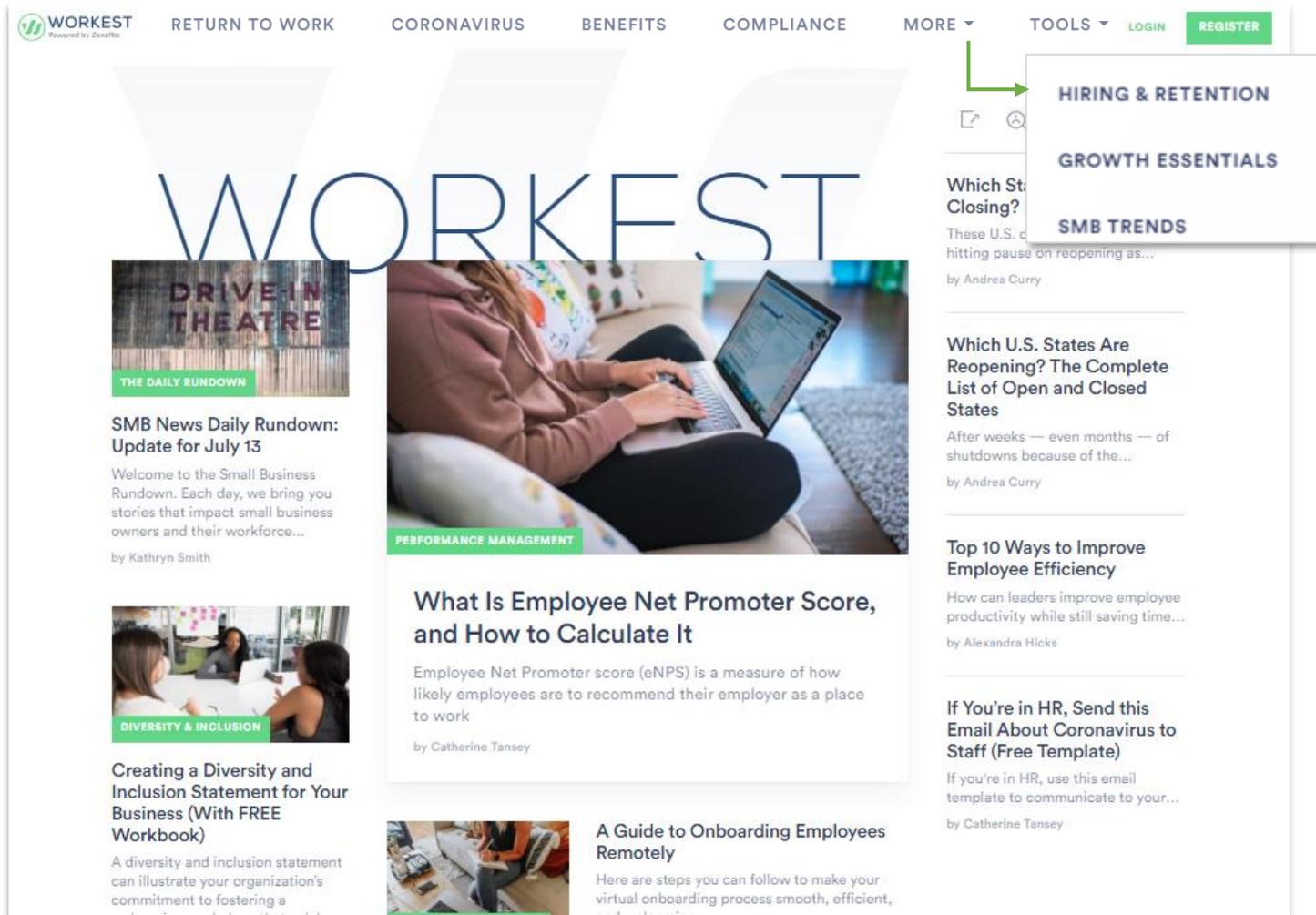
Blogs are consumed by buyers pre- and post-purchase. Done well, they are integral to a mature content strategy. They allow brands to showcase thought leadership, boost discoverability and keep their audiences informed and engaged.

- 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.

4 BEST BLOG EXPERIENCE ≋ zenefits

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.

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

New Hire Onboarding Plan & Checklists

◄ 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

Suite of aligned content

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

bambooHR®

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.

Benefit Tracking

Manage benefits packages and benefits groups, including ACA reporting, for the entire organization.

Add-on

Performance Management

+ Goals

+ Peer Feedback

+ Self/Manager Assessment

+ Employee Performance Report

+ Company Performance Report

CONCISE & TRANSPARENT

- Easy route to high-level description & sample report (pop up) for each feature
- Upfront about what's an add-on vs. out of the box

HR Software ROI Calculator

Is an HRIS worth the cost? Your HR team is spending time on administrative tasks that they could use for initiatives that will directly impact your bottom line. This HR software savings calculator helps you see how much your organization could save each year with HR software.

BUILD A BUSINESS CASE

- ROI Calculator
- Case Studies Library

Hear what others have to say.

We have great customers. They have great stories. Read, watch, and feel the BambooHR love.

Electronic Signature Savings
ROI: 30 hours; $300 per new employee

Onboarding Savings
ROI: 5.5 hours per new employee

Time-Off Management Savings
ROI: $530.77 per year per employee

Administrative Task Savings
ROI: 2 hours per HR pro per day

Anthony Enright
Director of People and Culture at Ansarada

Tracy McDonald
VP of People at Left

"Being a nonprofit, affordability is always the number one question. One thing I've always appreciated about BambooHR is that they don't gouge you from month to month. It's a very reasonable price, and the ROI is so high that I could make the case for BambooHR a thousand times."

Emily White Hodge | Director of HR & Operations - New Moms

04 BEST SUPPORT COMMUNITY PREVIEW EXPERIENCE

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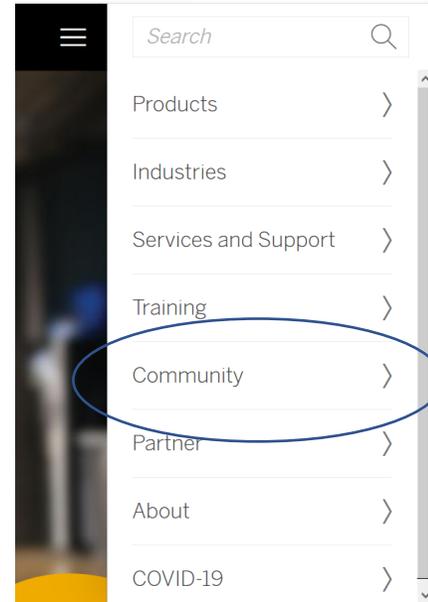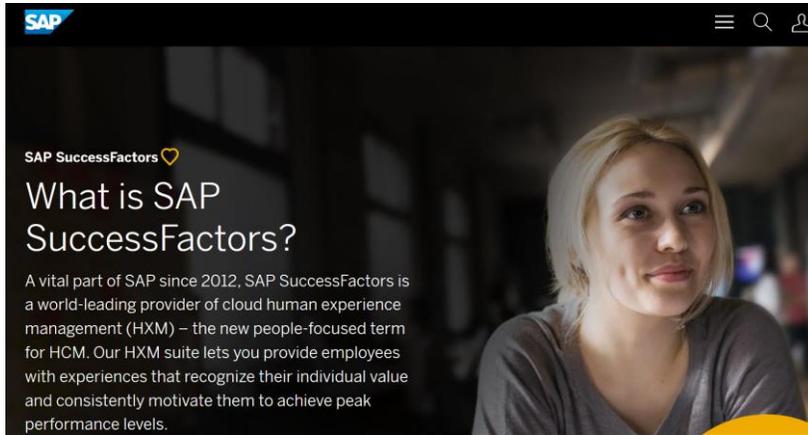
Evaluating the support experience is a key part of the vetting process. Very few solutions providers we scored provided a window into the support and implementation experience. IT buyers don't just a take vendors' word for it; they need to see for themselves.

- 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.

EXPERT CONTENT & SUPPORT

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

Dashboard for respondents help users gauge reputation

BEST MESSAGING EXPERIENCE

workday.

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

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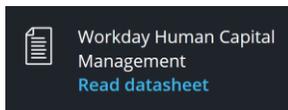
Workday Human Capital Management (HCM) is fundamentally different. Built as a single system with a single source for data, single security model, and single user experience, it offers organizations a cloud-based system that evolves to meet changing business objectives in a changing world.

One Platform

Behind the Cloud

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.

For buyers, messaging should clearly and honestly 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 more 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.

04 BEST MESSAGING EXPERIENCE

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

IMAGERY IS MORE INCLUSIVE OF DIFFERENT GENERATIONS

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

PODCAST

04 BEST CONTENT EXPERIENCE CERIDIAN

Insights into the future of work

HR LEADERSHIP CONTENT

CERIDIAN
THE 2020 FUTURE OF WORK REPORT
How company leaders see the workplace in 2020 and beyond.

CONSUMERIZING THE EMPLOYEE EXPERIENCE

VALUE OF EX

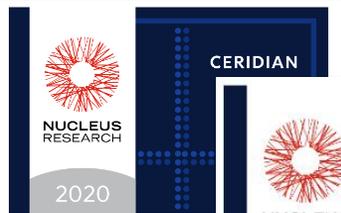| 11.5x | 28x | 2.1x |

ANALYST REPORTS HIGHLIGHTED

Ceridian Doubles Down on the Integrated HCM Suite

Reports

Constellation Research analysis: Dayforce recognized as Best Holistic HCM suite for midmarket and enterprise

Read

Reports

Workforce Manage (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

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, which is 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.

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

STORYTELLING APPROACH TO CASE STUDIES
- Provides more depth than just "Problem-Solution-Results"

Customer Stories

DeafBlind Ontario Services supports independence

Customer Stories

How Marshall Health is caring for the caregivers during a pandemic

FEATURES IN KEY IT MEDIA

TechRepublic. SEARCH | 5G Developer Top DaaS providers More ▾ Newsletters Forums Resource Library TR Pre

Survey: Employees with more tech skills needed by 80% of companies

Customer Stories

How Buehler's Fresh Foods is rallying the essential workforce

05 Topline Recommendations

TOPLINE RECOMMENDATIONS

HERE ARE 3 AREAS TO IMPROVE BOTH INTENTION AND DELIVERY OF DIGITAL CX

REVISIT OR DEVELOP YOUR CONTENT STRATEGY TO ENSURE EVERYTHING PRODUCED AND DISTRIBUTED STEMS FROM BUYER NEEDS.	MESSAGING GOES HAND IN HAND WITH CONTENT. ENSURE IT IS CONSISTENT AND AUTHENTIC WHILE DISTINGUISHING YOU FROM COMPETITORS.	ALLOW FOR REASONABLE ANONYMITY. BUYERS WANT TO FLY UNDER THE RADAR FOR AS LONG AS THEY CAN SO PROVIDE THEM WITH SOME COVER. LOOK FOR THEIR SIGNALS.
• Identify potential stakeholders and map out your full Buying Center; update and create new personas that go deep on digital behaviors and decision-making • Audit current content inventory against your buyer insights; keep what works, punt what doesn't, develop new content to fill the gaps	• Create a new framework that includes messaging tracks for IT and the C-Suite; design it to help different types of buyers connect the dots on your offerings • Be direct about system flexibility, what features are standard versus an add-on	• Don't be a full-time gatekeeper. Establish customer-centric protocols and best practices on lead capture • Require registration for content with high production value or events
TIP: Need to understand the intersection of your different buyers' needs to help them reach consensus.	**TIP:** Imagery needs broad appeal and should be considered a strategic element within the messaging framework.	**TIP:** Folks that engage with high-value content are bigger needles in more defined haystacks than the general population.

Acknowledgements

CONTACT US

WWW.COMBLU.COM

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

E-MAIL
ctreleaven@comblu.com
jvoisard@comblu.com

SOCIAL