

Technology.

Guiding the Future of Benefits and Employee Engagement.

Employees are the most valuable asset to any business and are responsible for driving the day-to-day tasks that lead companies toward their goals. They create, innovate and implement ideas that help companies grow. However, with that growth and success comes the important responsibility of retaining and recruiting top talent. HR professionals face this responsibility every day, continually striving to form an efficient and attractive company culture.

Technology often takes a back seat when making these decisions, while in reality, the right HR tools can and should help us identify appropriate benefit packages and create greater employee engagement.

The past few years have brought new insight into the future of the employee-benefit landscape and the role technology can have in helping form corporate culture.

Evaluate your Resources

There are a lot more resources today, and HR professionals should be seeking the best tools for employees and administrators. Employers frequently have benefits brokers, who are completely isolated from their technology platforms, controlling payroll, HR and benefit enrollments. Unfortunately, this means data flow is stopped short of what it could be, leaving many insightful analytics unattainable.

Forward-thinking employers are transitioning to a more unified approach by joining expert resources with comprehensive HR platforms. By unifying your platform and broker, employees have sort of a “digital vault” of data and information that is both easy to use and easy to access. It simplifies the lives of your HR team members and fellow employees, allowing them on-demand access to the information they need to make important decisions.

To increase employee engagement, tear down the barriers that are getting in the way, most commonly lack of information and lack of communication.

Empower Your Employees

Finding employee-benefits information can sometimes feel like that “messy attic” no one really wants to deal with. It’s disorganized and musty, making what you’re looking for difficult to find. Companies should strive to simplify processes by making things more accessible, encouraging employees to frequently check, update and interact with their own information.

As the famous quote goes, “With great power comes great responsibility.” Empowering employees to take greater responsibility over their well-being starts with technology. With an increase in smart phones, tablets and cloud-based software, accessing employee information or monitoring benefits should be at one’s fingertips.

Equip Your Department

By equipping HR departments with the appropriate tools, unifying disparate systems and connecting benefits brokers, companies are preparing for the changing benefits landscape. The future brings increased employee insight and engagement, as the industry has seen with the new human capital management platforms. With a complete HR process, benefits brokers can leverage businesses' HR tech tools. The increased insight will give benefits administrators an inside look at companies' demographics and population trends, while also giving employees a greater voice.

A complete HR process will bring a future that uses data, gathered by HCM platforms, to align a benefits strategy with company goals and employee insight. The future brings a more collaborative and customized look at benefits that will improve company culture and drastically improve turnover rates and recruiting.