

# The New CHRO Agenda

Employee Experiences Drive Business Value

The Global CHRO Point of View

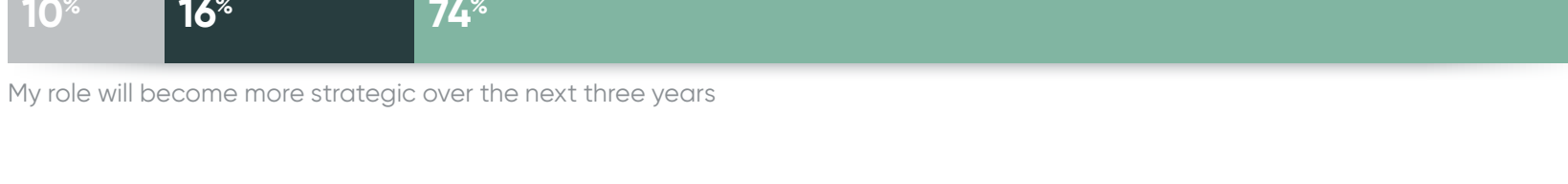


We surveyed 500 CHROs about their changing roles, priorities, and strategies for transforming the employee experience and winning the war for talent.

Among our top findings...

## 1. The modern CHRO is driving digital transformation.

To what extent do you agree with the following statements about your role?



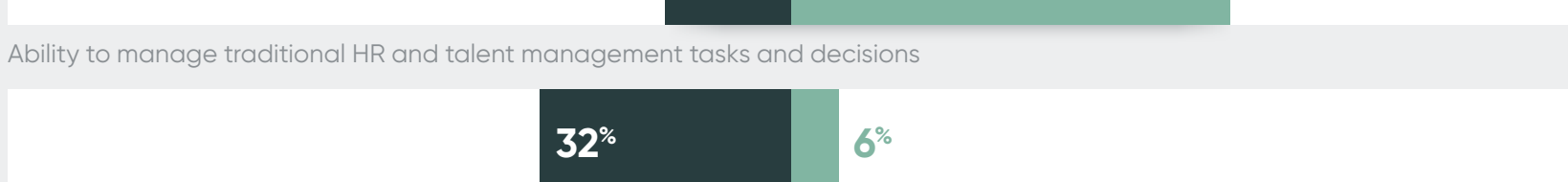
The HR function is a driver of digital transformation at our company

My role has grown more strategic over the past three years

My role will become more strategic over the next three years

## 2. CHROs expect success to be defined by the employee experience.

Which capabilities will best define your role within three years?



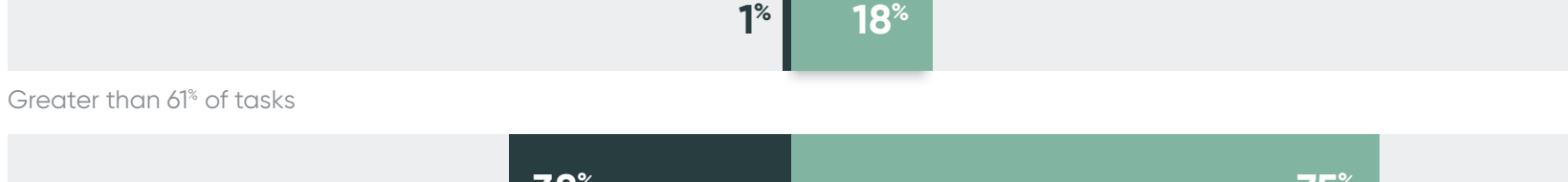
Ability to manage traditional HR and talent management tasks and decisions

Ability to create a digital, consumerized employee experience



## 3. The pace of digitization will accelerate.

What percentage of HR tasks will you automate within three years?



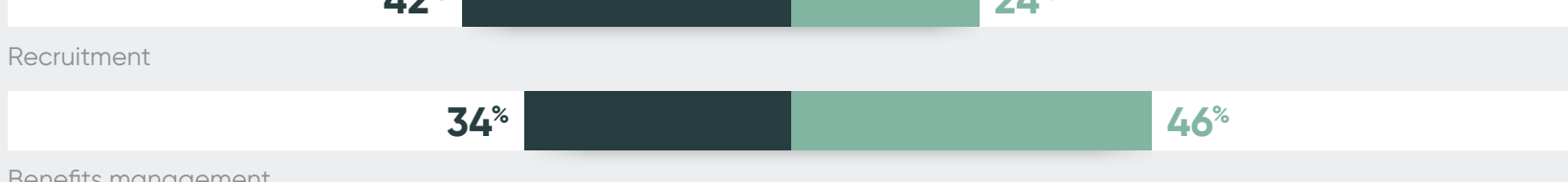
Greater than 60% of tasks

31%–60% of tasks

Less than 30% of tasks

## 4. CHROs want to digitize all HR responsibilities.

Which HR tasks are you digitizing or automating today? In three years?



Payroll

Performance review

Recruitment

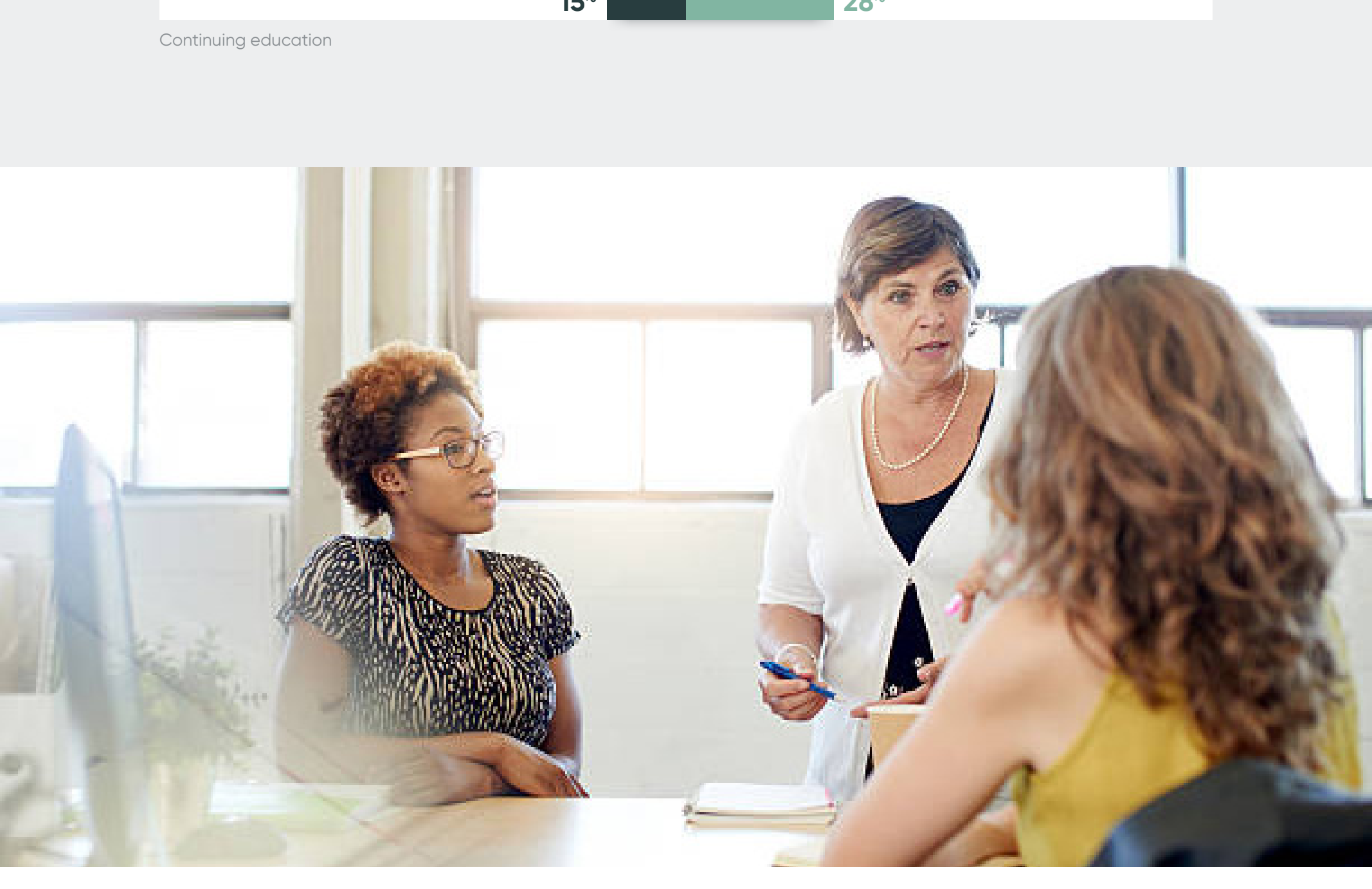
Benefits management

Retention

Payroll on-boarding

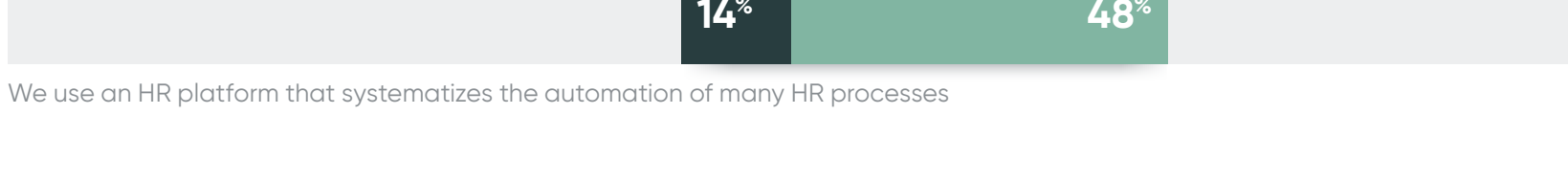
Career planning

Continuing education



## 5. CHROs will use platforms—not applications—to drive change.

Which HR tasks are you digitizing or automating today? In three years?

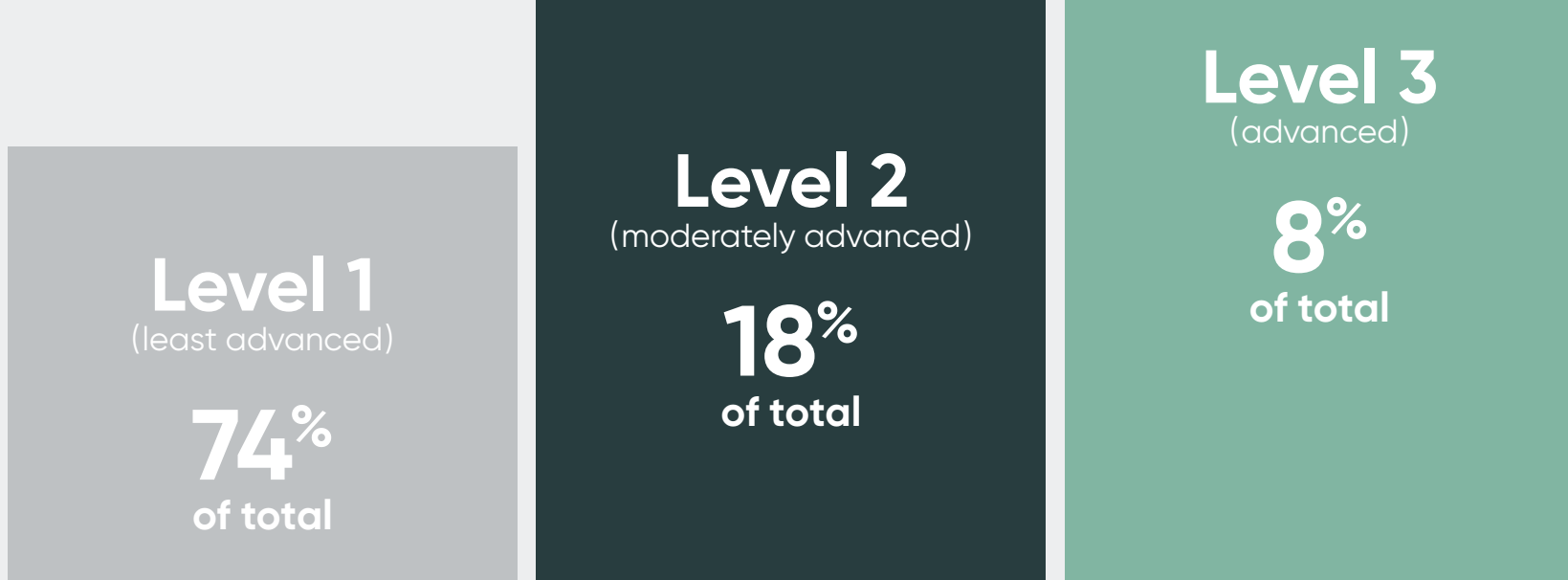


We have a single HR application that simplifies one or more processes

We use an HR platform that systematizes the automation of many HR processes

## 6. Most HR functions are in early stages of digital transformation.

Based on nine evaluation criteria, which level do HR organizations fall into?



Level 1 (least advanced)

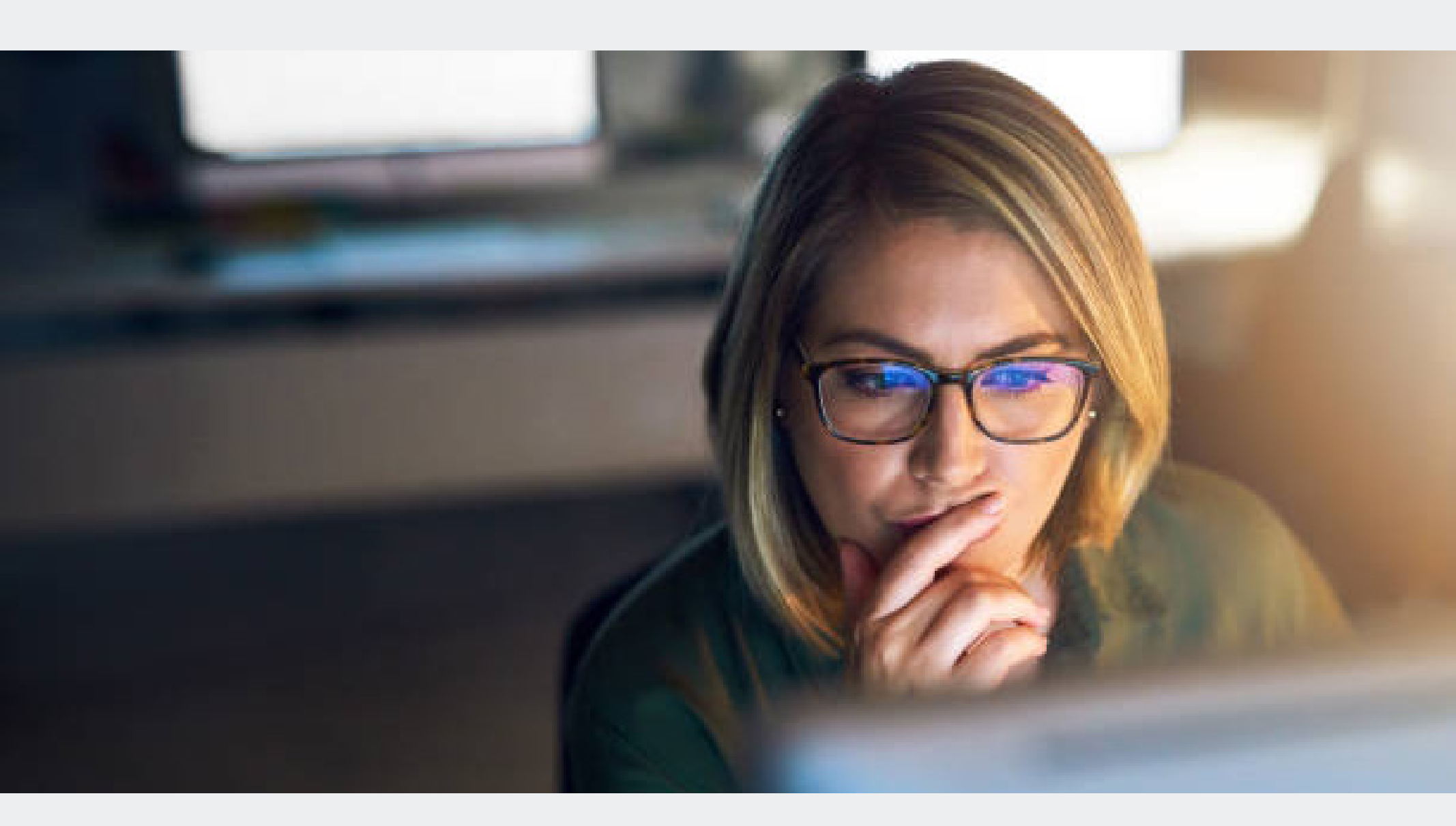
74% of total

Level 2 (moderately advanced)

18% of total

Level 3 (advanced)

8% of total



## 7. First movers are winning the war for talent.

The group of Level 3 CHROs have an edge in employee engagement, and as a result they have an advantage in recruiting, reskilling, turnover rates, employer brand, and meeting future business objectives.

They are much more satisfied with engagement levels at their company.



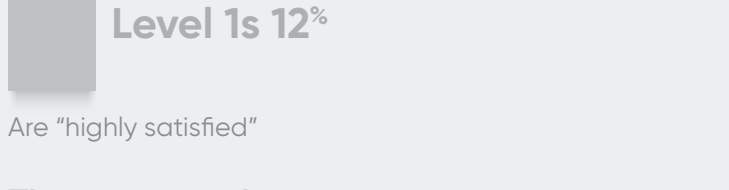
Level 3s 29%

Level 2s 19%

Level 1s 12%

Are "highly satisfied"

They are much more successful at recruiting.

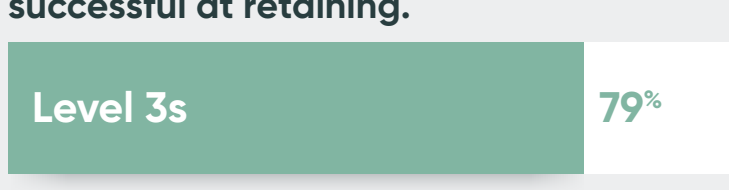


Level 3s 97%

Level 2s 80%

Level 1s 53%

They are much more successful at retaining.

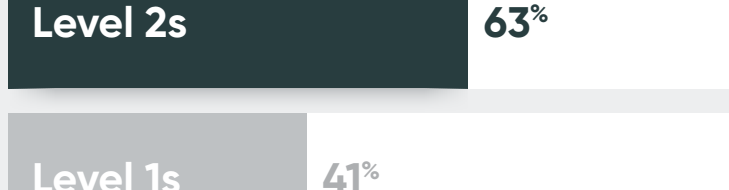


Level 3s 79%

Level 2s 63%

Level 1s 41%

They report lower turnover than their peers.

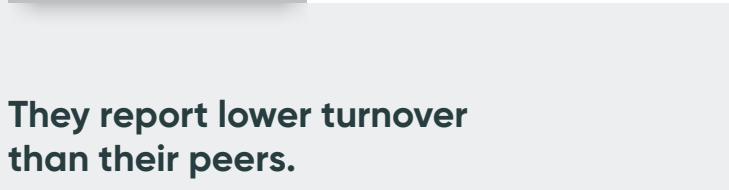


Level 3s 84%

Level 2s 77%

Level 1s 52%

They have a stronger employer brand: significantly better than others.



Level 3s 34%

Level 2s 21%

Level 1s 10%

They are more likely to say they have built a workforce to meet future business objectives.



Level 3s 79%

Level 2s 50%

Level 1s 35%

## Download the Global CHRO Point of View

Read the full report detailing the CHRO's journey to greater impact and a stronger employee experience.

[servicenow.com/chro](https://servicenow.com/chro)