



ROCKETBUILD

HR Tech Trends, 2022

We're not special, but
Here's the team



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Technical Solutions



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Officer



For what it's worth

Here is what we're seeing in HR Tech

Of course!

All the data



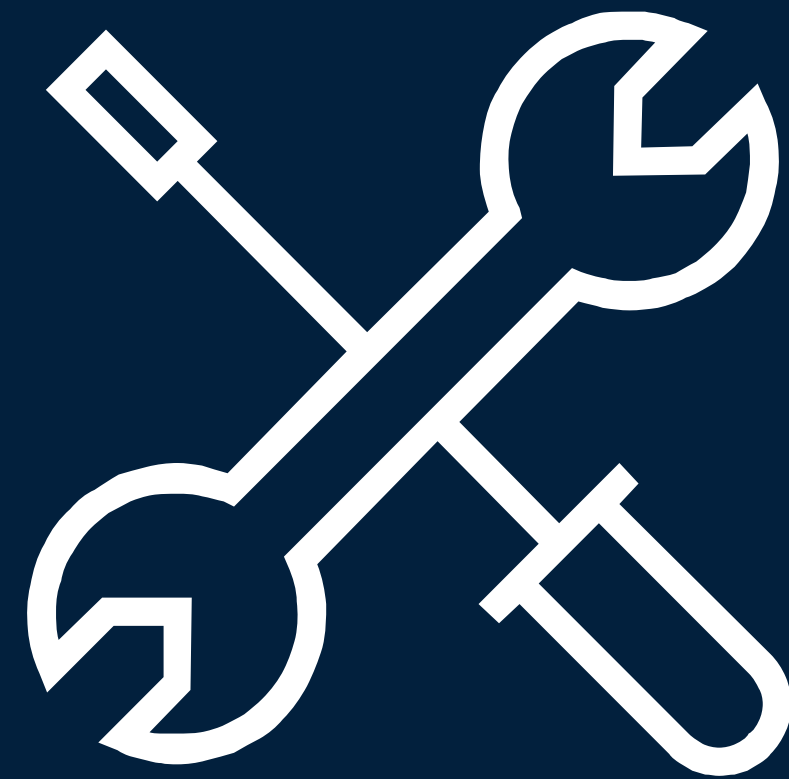
Most HR tech exists to gather information... as much of it as possible. This data can be extremely useful for hiring, accountability, DE&I, and compliance purposes.

When selecting a new piece of tech, ask yourself if the features exist to serve you, or if they exist to help the vendor collect mass amounts of data.

Users are growing skeptical of giving anyone their data.

Wait, machines can learn?

Artificial intelligence



All of that data being gathered is used to power machine learning efforts... for you and the vendors. *(More for the vendors.)*

Machine learning and artificial intelligence technologies being used for consumers is still rudimentary and unsophisticated. Keep your expectations low.

These technologies can be used to help with automation, which can be helpful for menial, repeated tasks.

More robots!!!

Automation



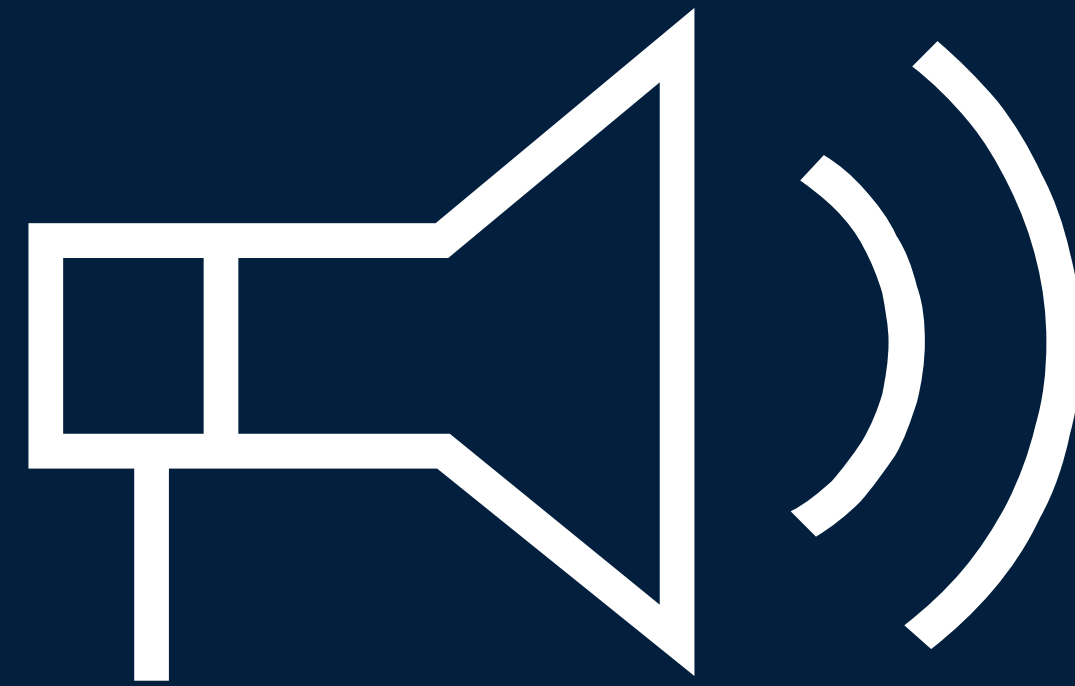
Tech companies often sell us on saving time by automating processes. “Plug and play” can be useful but it has to be monitored and maintained.

Automation comes with two downsides...

- First, you have to set it up and train it. That can require separate consulting contracts and/or a lot of internal resources.
- Second, the “set it and forget it” mentality can lead to depersonalization and inaccuracies. People are far more complex than our data about them.

Spam!

Communication



Reaching people has never been easier! We can now provide excellent content in a timely manner.

The dangers inherent in having a lot of contact information, ease of communications, and lots of robots is that we tend to flood people with unwanted content.

Be careful how often you reach out to people, whether they opted in or not. It is very easy for people to get annoyed with unwanted content and block you.

Email communications can often be ignored and filtered out.

Big Brother

Employee Monitoring



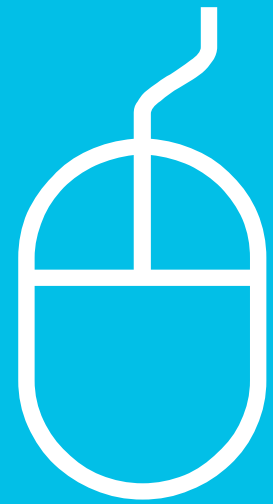
Despite productivity and outcomes being as good or better than before the pandemic, employers believe that they could be taken advantage of.

Technology used to monitor employees directly can often backfire, leading to greater dissatisfaction and turnover. However, technology used to monitor results are often seen as helpful and necessary by employees.

There are also a number of legal issues related to privacy to be aware of before resorting to monitoring of employees directly.

Click, click, click!

The Transaction Economy



Authenticity vs. Activity

As audiences, we tend to be overwhelmed by the quantity of content and decisions we are confronted with. We all acknowledge this, despite opting into it. On the other hand, as producers, we still tend to think that more is better. More outreach... More recruits... More engagement...

The answer is to focus on authenticity and quality over activity and quantity. Tailored outreach, personalized messages, and meaningful interactions continue to be the most successful methods for driving results in recruiting and retention.

What are you, some kind of Luddite?

Technology is a tool, not a solution



Augment, not
replace

Every technology chosen should help current and future employees do their jobs better. Don't assume that technology will decrease worker count.

Facilitate, not
dictate

Tech tools should facilitate the processes you have in place whenever possible, not dictate new ones. Do not completely remove subjectivity from your human interactions.

Improve, not
increase

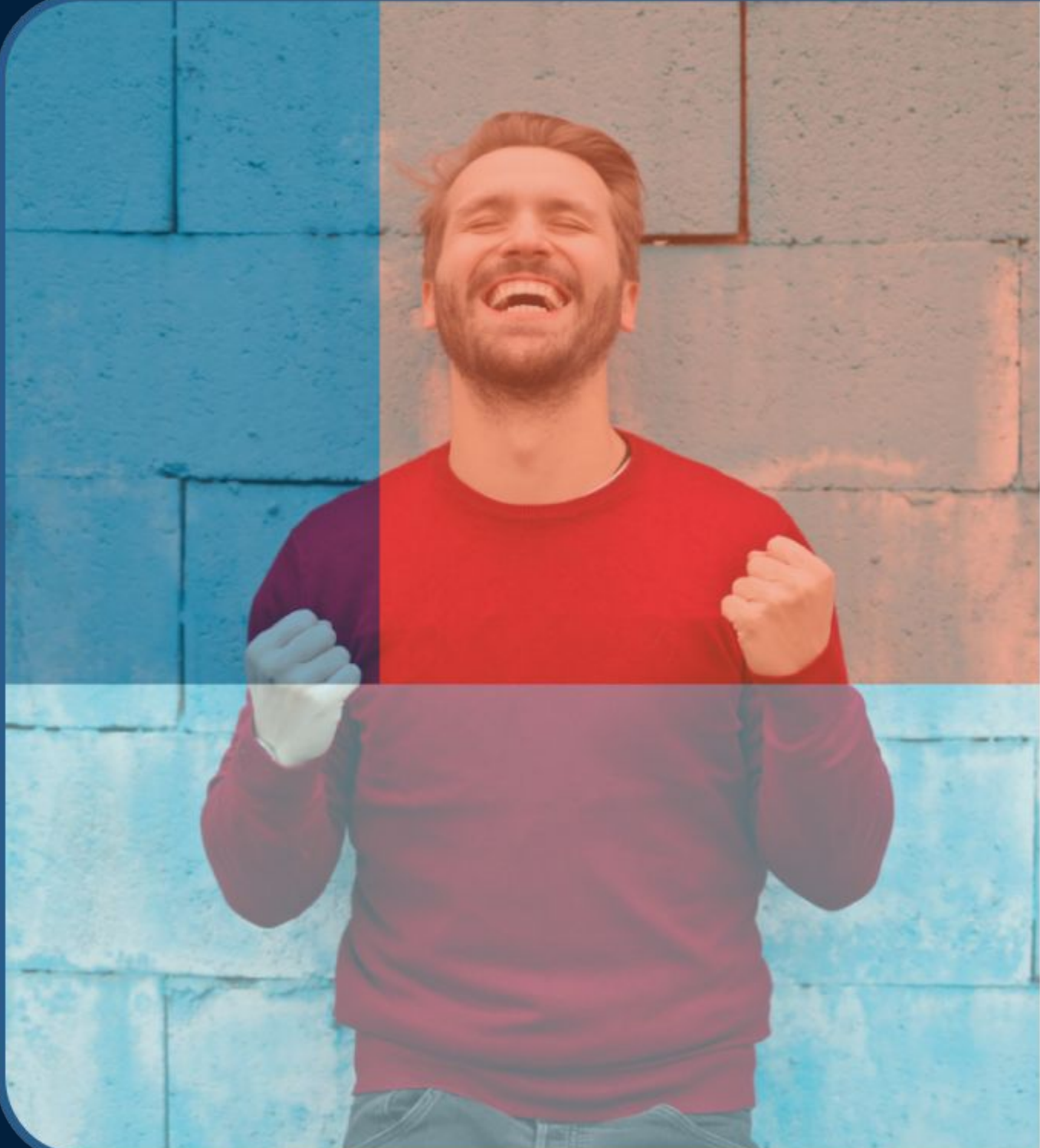
Technology should ease and improve communications, not increase them. Be careful not to become ignorable.


Useful, not
necessary

For the most part, choose technology that is helpful and trusted, but not required to do your jobs. Avoid relying on technology too much.

Recruiting made simple

Recruit Rooster Talent Community



 Welcome to
The Talent Community

[LOGIN](#) [REGISTER](#) [CONTACT](#)

Login to your account

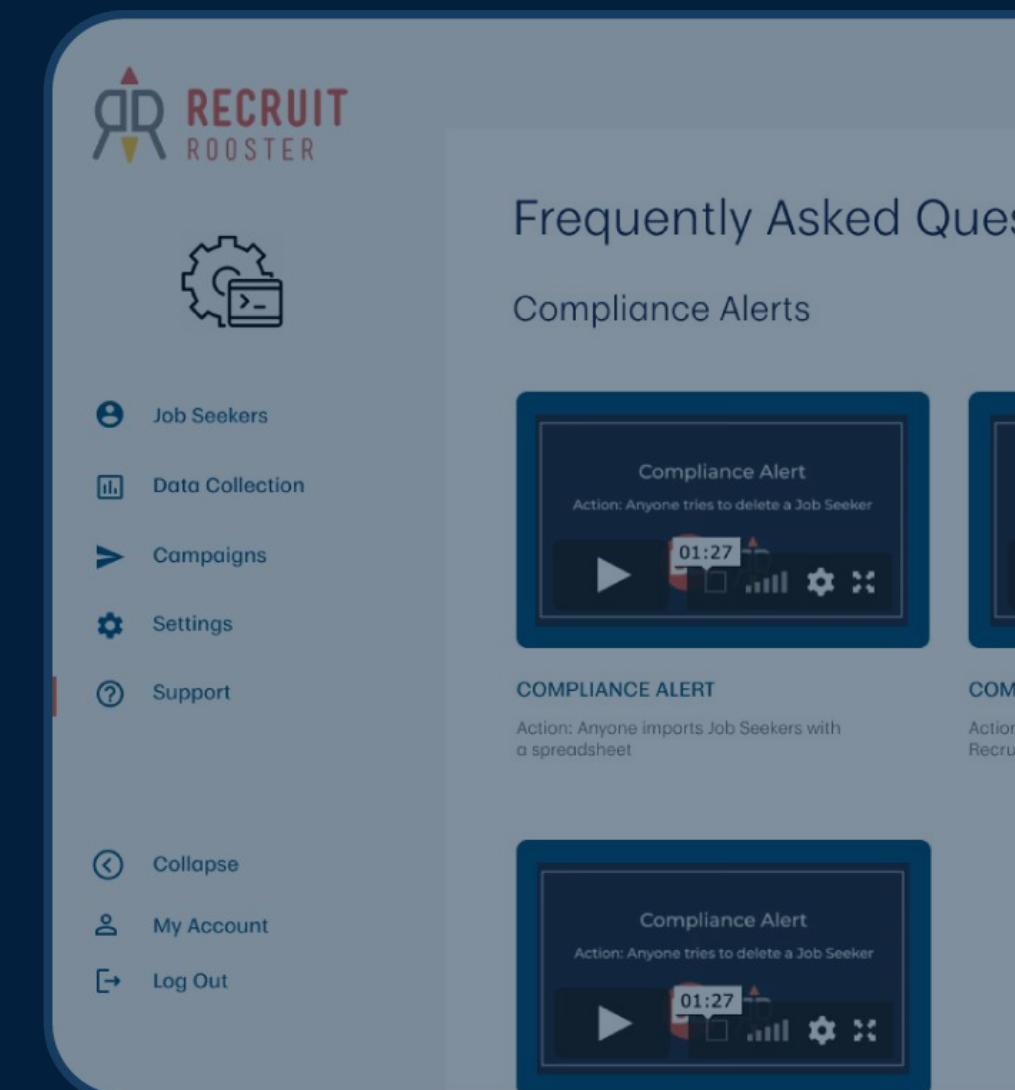
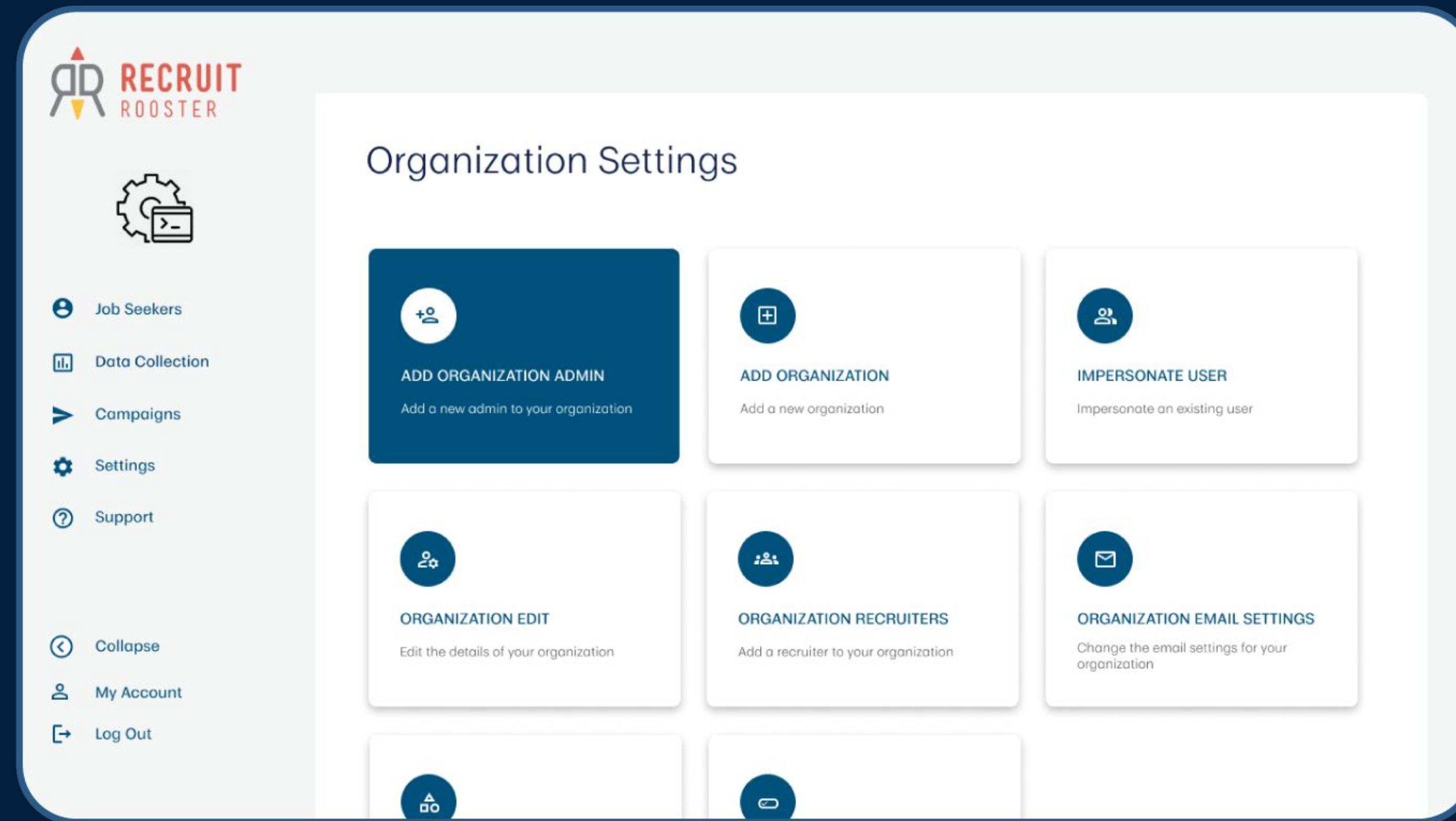
Email

Password

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A game changer

Recruit Rooster Talent Community



Affirmative action planning software

Taapestry



Login to run AAP Reports

Email



Password

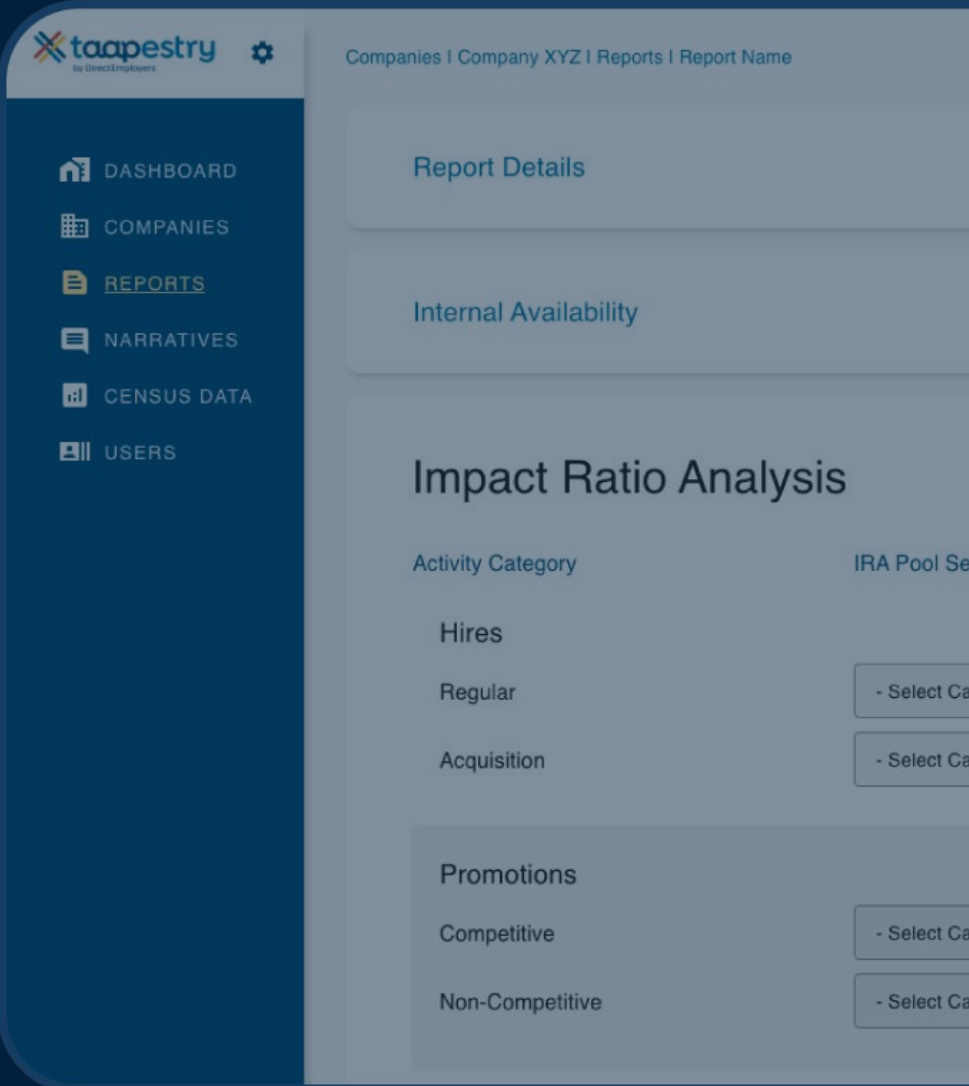
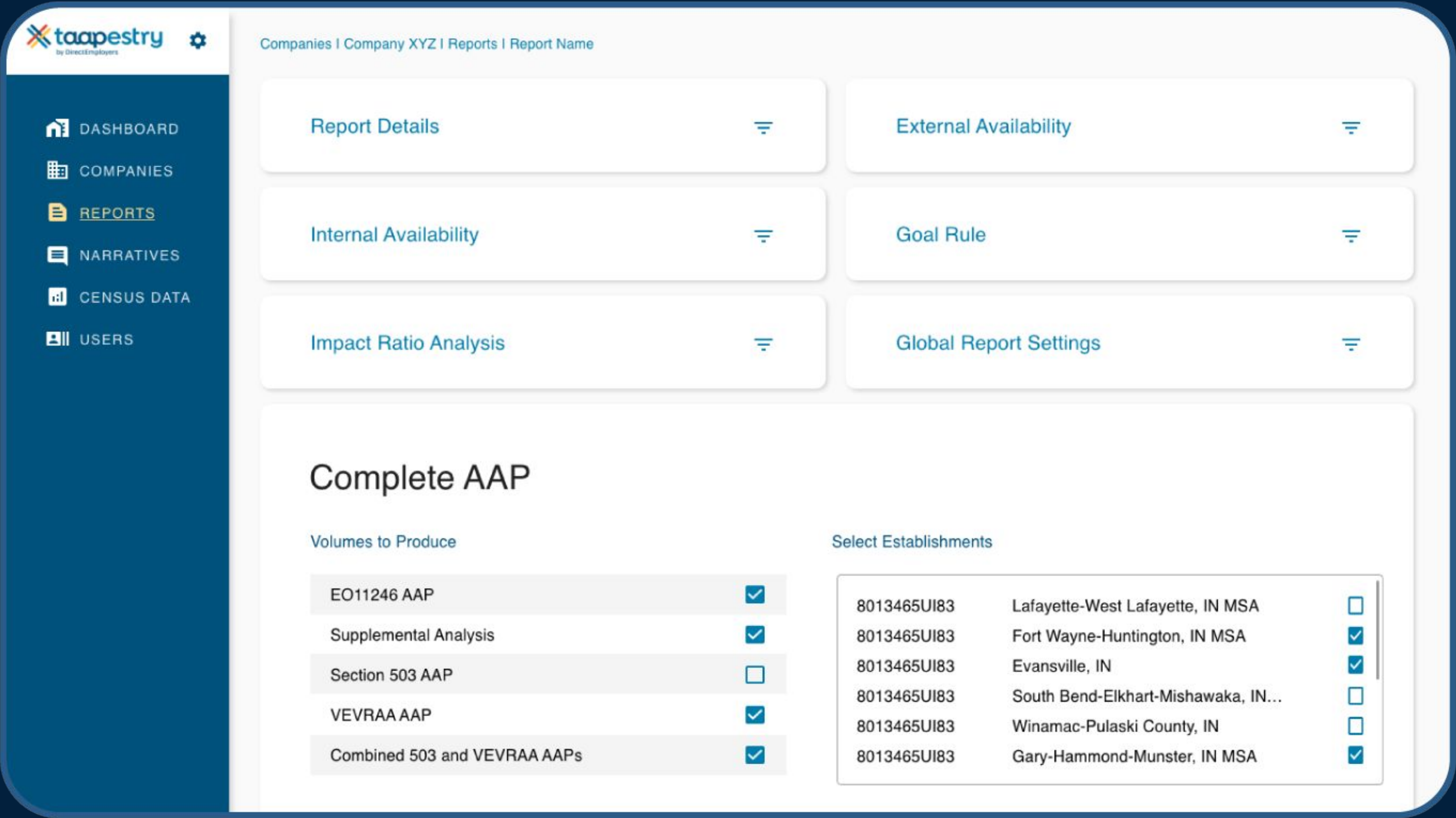
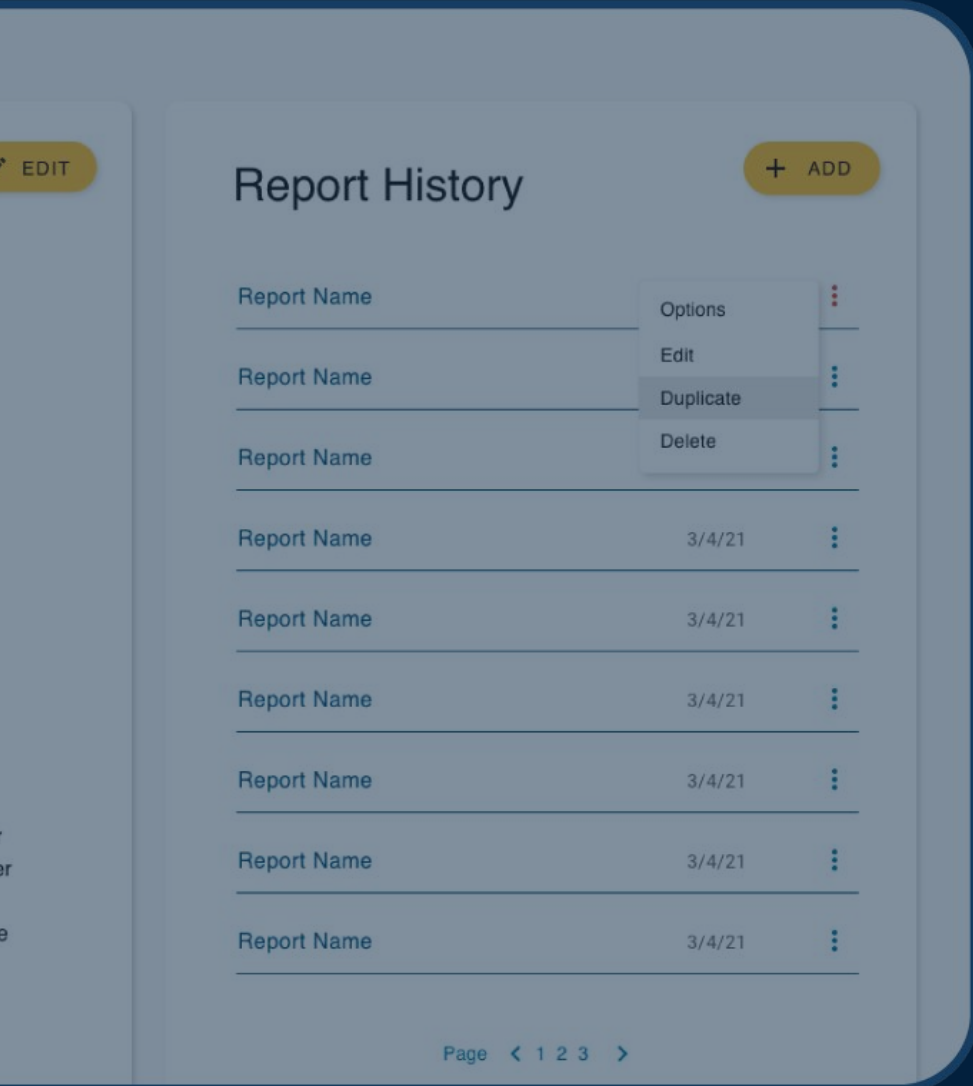


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LOGIN

Affirmative action planning software

Taapestry



DirectEmployers Association

VetCentral

DE

Dashboard

Settings

Job Center

Recipient List

Delivery Rules

Change Logs

Error Logs

Dashboard

23 June, Sunday

Sun

Mon

Tue

Wed

Thu

Fri

Sat

23

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Organization 01

Send date: JUNE 23, 2020

Description

Recipient 01

Rule 01

Bounced

Organization 02

Send date: JUNE 23, 2020

Description

Recipient 01

Rule 01

Bounced

Organization 03

Send date: JUNE 23, 2020

Description

Recipient 01

Rule 01

Bounced

Show more

Quick Links

Filter Status

Active

Completed

Bounced

Rules

Add Special Rule

Recent Logs

JUNE 23, 2020

Recipient 01

Error

JUNE 23, 2020

Recipient 01

Change

JUNE 23, 2020

Recipient 01

Error

JUNE 23, 2020

Recipient 01

Change

JUNE 23, 2020

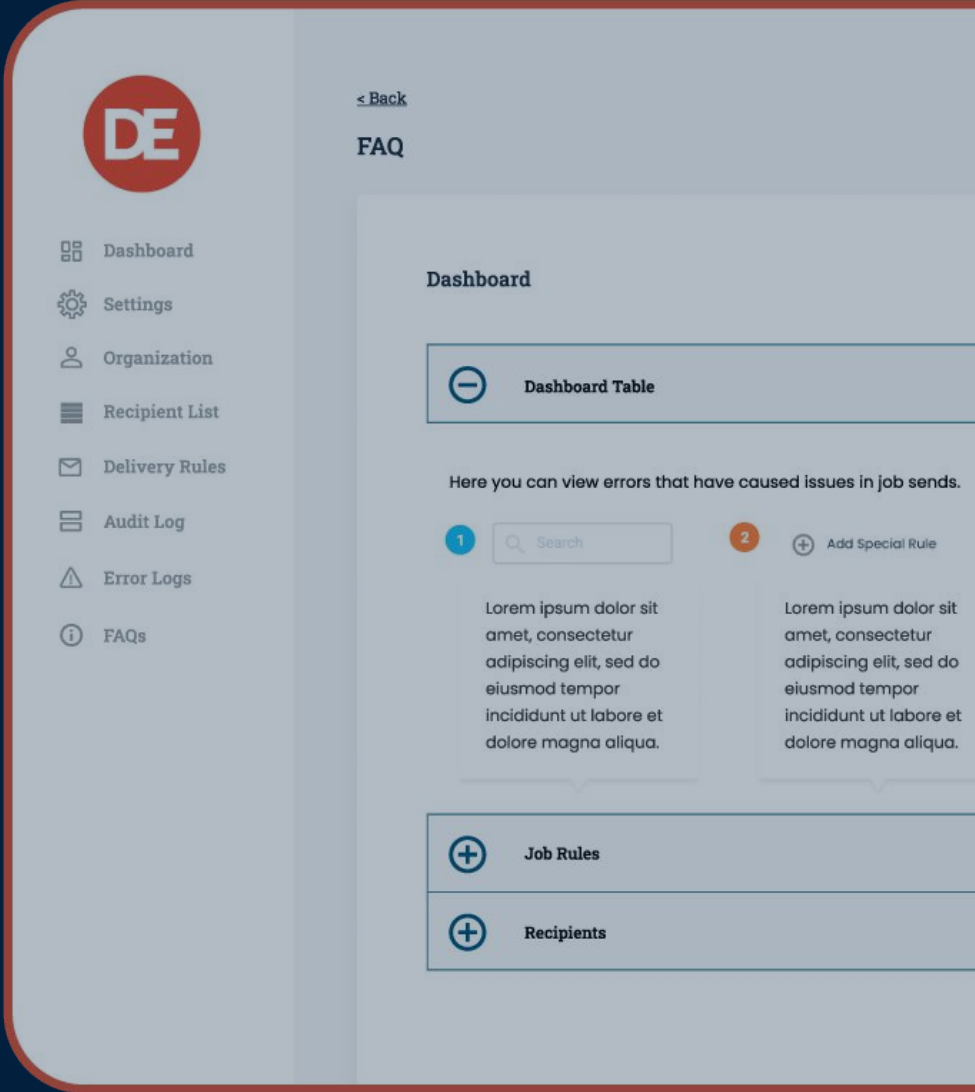
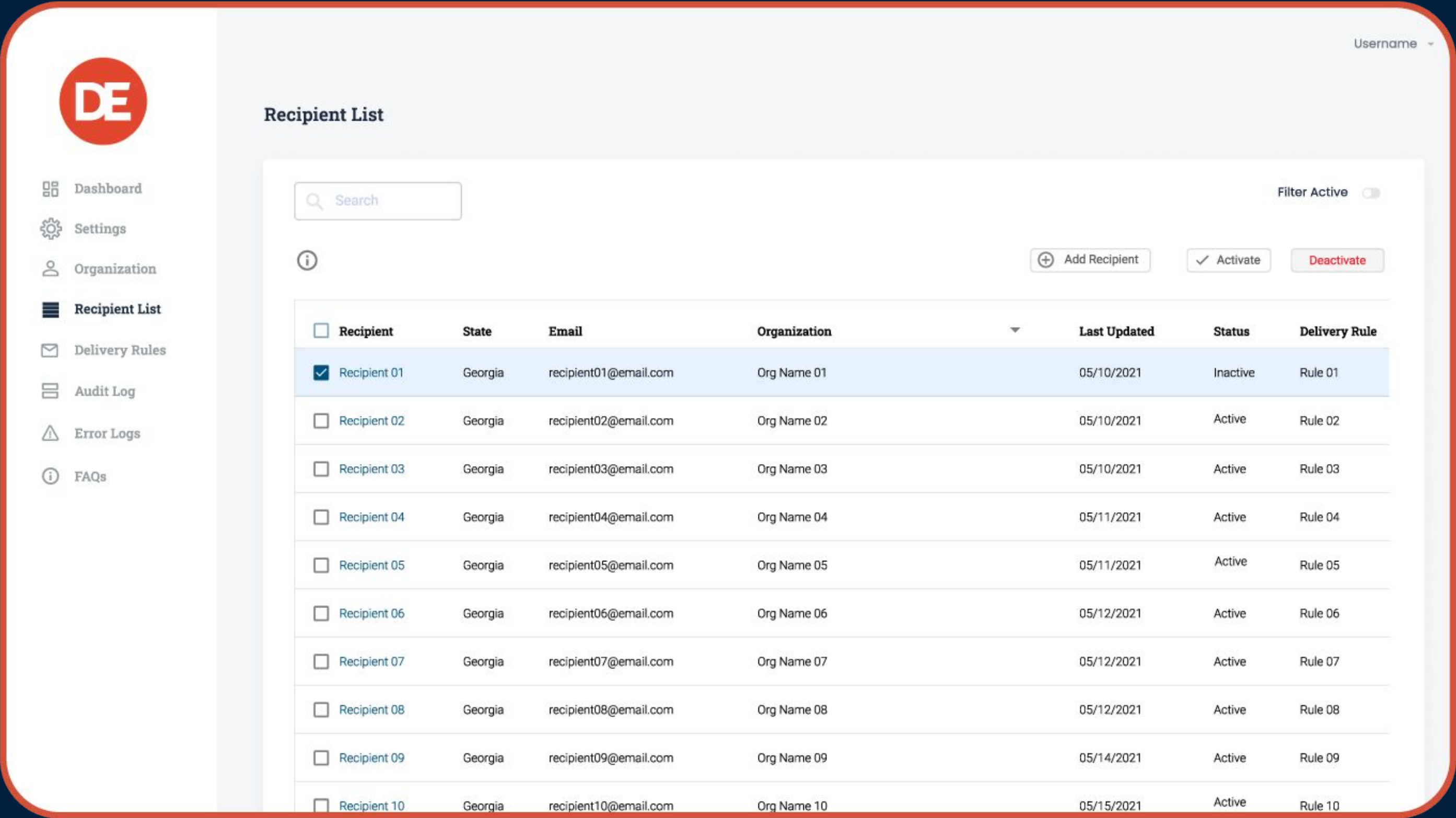
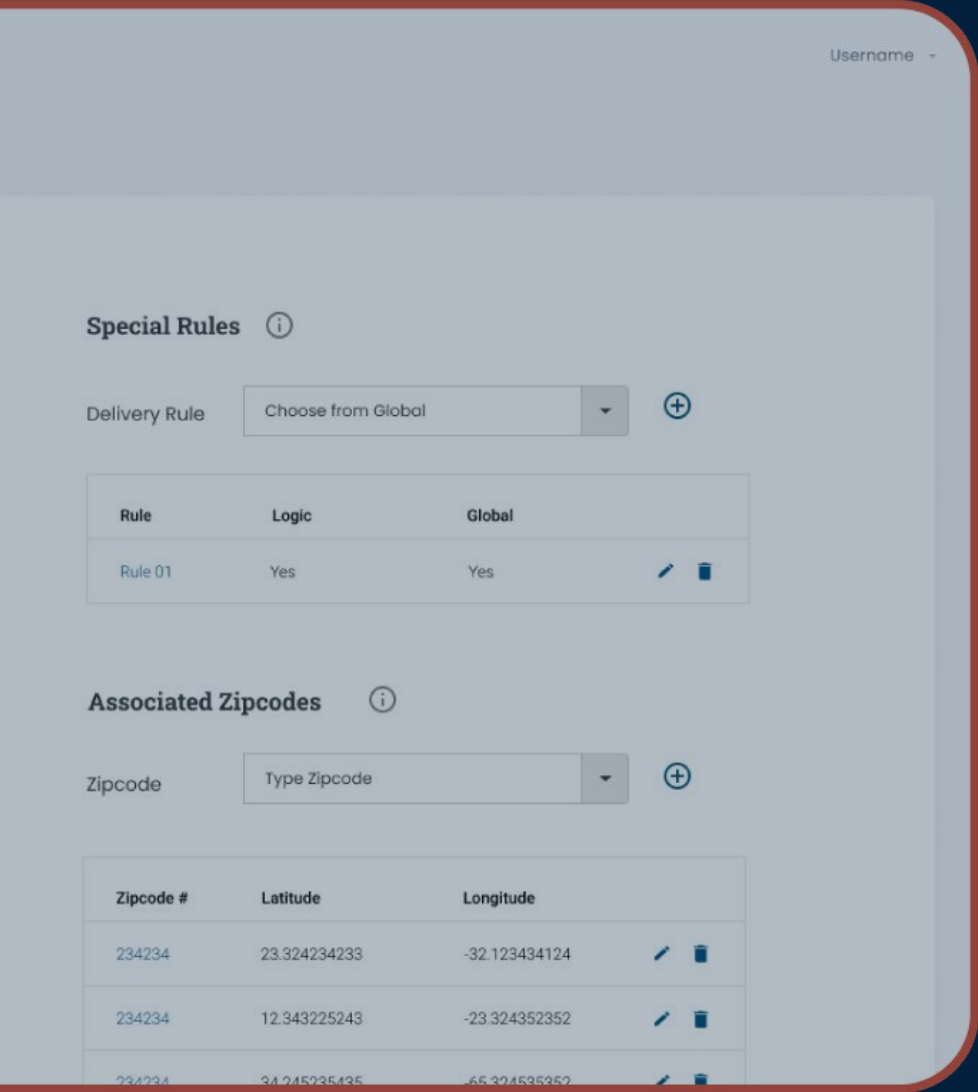
Recipient 01

Change

Show more

DirectEmployers Association

VetCentral



Reach out for more info

We won't spam you!

rocketbuild.com (web)

info@rocketbuild.com (email)

@rocketbuild (social)

Additional Sources:

- <https://peoplemanagingpeople.com/topics/hr-technology-trends/>
- <https://www.computerworld.com/article/3642712/rise-in-employee-monitoring-prompts-calls-for-new-rules-to-protect-workers.html>
- <https://hrforecast.com/7-digital-hr-technology-trends-2022/>