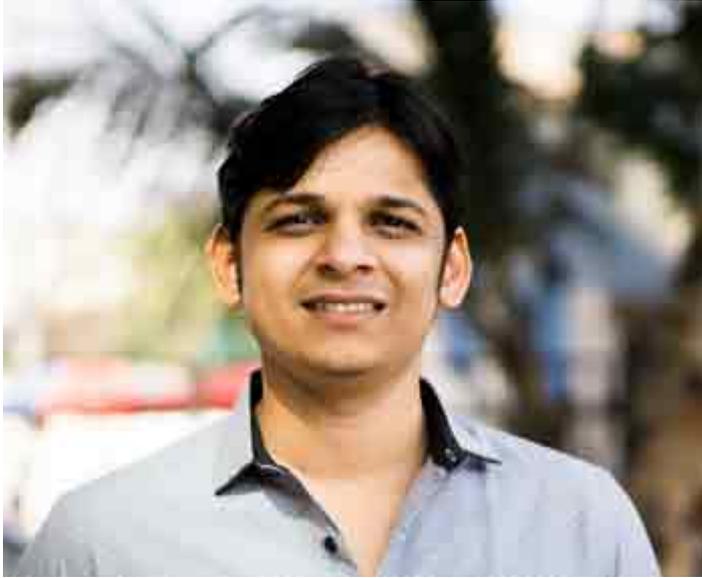


Why should HR leaders rely on intelligent automation for organizational growth?

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- Vicky Jain, Founder -

A study conducted over six continents, involving six hundred HR Information Technology (IT) and HR leaders by PWC revealed that process automation or intelligent automation (IA) is the key area of focus for 45 percent of the participants. Intelligent automation of human resources, according to expert technologists, has the ability to change the HR function by increasing performance, maximising competitiveness, and promoting creativity.

According to HR experts, intelligent automation will enable them to make better choices, get things accomplished with fewer resources, and move their attention from the manual, routine jobs to more strategic roles – just by innovation.

What is intelligent automation (IA), and what led to its rise?

IA incorporates artificial intelligence and automation to allow machines to perceive, comprehend, study, and act on their own or with the help of humans. This ensures that, unlike conventional automation or robotic process automation (RPA), intelligent automation allows robots to not only replicate manual operation but also make intelligent choices in the same way that humans do. IA is capable of comprehending systems and their combinations.

This would enable HR to spend less time on non-value-added tasks and more time on people-related initiatives such as employee involvement, experience, and culture, making HR an even more valued business partner.

A recent study conducted by the State of HR Technology India states that nearly 70% of companies in the world have automated half of their HR tasks, such as recruiting, productivity monitoring, communications, and partnership. In the current financial year, about 20% of companies expect to spend more than Rs1

crore (\$140,000) on HR technologies.

According to the same survey, the percentage of businesses who have automated different HR functions have risen in comparison to three years earlier.

The primary motivation for businesses to invest in HR technologies is to save money. According to the survey, other core factors include improving HR role efficiency, encouraging leaders to handle workflows, and improving HR policy execution/implementation.

And with the arrival of COVID-19 and the rapid increase in work from home situations, HR experts are now indeed realising that AI not only reproduces manual activity but also assists them to get more work done with less.

Organisational Growth Aided by Intelligent Automation in Human Resource Decision-Making

Talent recruitment is one HR operation that stands to profit greatly from IA. Recruitment and hiring processes have traditionally required a lot of manual, tedious activities. IA will radically compress recruiting and onboarding procedures, allowing talent management executives to concentrate on what matters most: company development. Talent management experts will accomplish strategic company objectives, including maximising retention and efficiency by concentrating their efforts on developing innovative communication tactics and providing an outstanding employee experience.

One or both of the possible benefits of integrating IA seems to be **cost reduction and return on investment**. According to a 2019 Hackett Group survey, HR departments and firms that use automation will do more with fewer resources. According to the survey, "world-class" HR companies use IA and, as a result, have 20 percent lower expenses and deliver required resources for 31% fewer workers than non-digital organisations.

In 2017, IBM published research into how **cognitive computing could affect HR**. Artificial intelligence, according to the report, will assist practitioners in making fast choices on a daily basis.

Apart from their job contributions, the Human Resource department is liable for an employee's mental and emotional well-being. Before and after a customer call, AI-enabled systems can take over the role of monitoring and assessing employee attitude. HR will then determine if the employee requires rest or can begin working.

Anxiety may also be detected by a person's actions and voice sound. IA systems will assist managers in determining if they can investigate and remedy the situation until it becomes detrimental to the workforce and the business.

Repetitive administrative processes may be automated with IA-based technology. It will help with HR strategy, workforce management, processes and procedures review, payroll management, and more. It has the ability to automate workforces, review corporate enforcement, and develop legal tactics.

When a company expands, so will the number of workers that need HR assistance, each with their own set of needs. Employees may perform a portion of basic tasks on their own with the help of intelligent automated HR technologies. **Employee satisfaction can rise as a result of this.**

About the Author

Vicky Jain, Founder

Author & Consultant

Vicky Jain, Founder, uKnowva, A 360- degree HR Automation Software

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