



HR & IT Alignment

Achieving departmental alignment with technology



You've probably heard the phrase "every company is becoming a tech company," or some variation of it more times than you can count. It's quickly becoming more of an old adage than a novel concept.

But within the triteness there is also truth: Tech is integrated into every part of a business. What would sales and marketing do without automation tools? Operations teams without robotic process automation? Product teams without UI/UX optimization?

Human resources is no different. This is the team that recruits, trains, and assists with the ongoing growth of a company's most valuable assets – its employees. It's not an easy job, and doing it successfully requires an increasing number of technology-based tools. This is why the HR and IT relationship is so important. When these teams work together, the result is a workplace where current and potential future employees feel respected and empowered.

The Role of IT in HR

Beyond HR staff simply using computers for their jobs, how does IT fit into a company's overall HR management strategy? We've detailed a few use cases to illustrate how HR tasks become more efficient when IT is involved.

Recruiting

According to a Glassdoor survey, corporate job openings attract an average of 250 candidates. While sourcing professionals work tirelessly to provide a fair assessment of each candidate, that can be hard, especially when you're a team of one.

Enter recruiting software. These products sort resumes and find candidates that most match the criteria needed to do the job. If you've ever played a "gatekeeper" role in reviewing resumes, you know how important this task is. You could waste hours just trying to filter out applicants who are clearly unqualified, or are just sending a generic resume to every job post they see.

Artificial Intelligence (AI) and machine learning (ML) tools also assist with passive recruiting – finding candidates for future jobs, or ones not yet posted. They store resumes from earlier applicants and can provide recommendations on individuals to contact when the time comes.

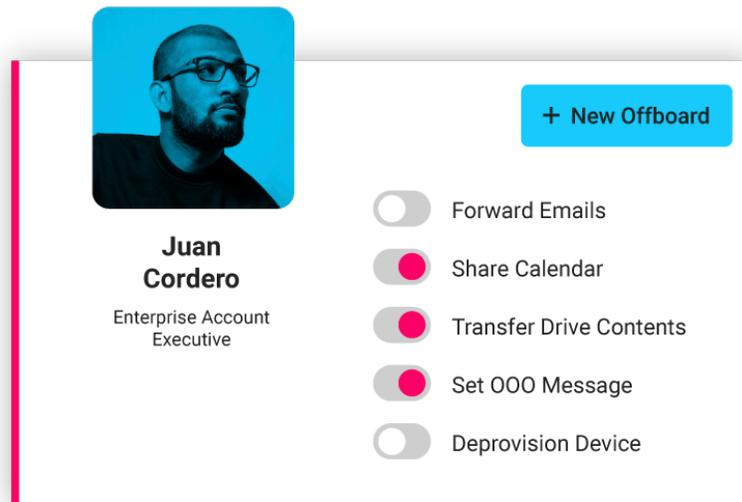
Onboarding and Offboarding

After a demanding hiring process consisting of interviews, presentations, and technical challenges, a new employee probably doesn't want to hear any of the following:

- "Your email isn't set up yet."
- "We haven't ordered your monitor."
- "We're not sure if you can work remotely because IT needs to set up the VPN."

Why does this happen? Because the HR department, the new employee's manager, and IT are basically playing a game of telephone to communicate the new hire's tech needs. With all of the back and forth, something is bound to get lost. The onboarding process is an area where HR and IT must absolutely be on the same page.

Most HR teams work hard to ensure that an employee's first day is as uneventful as possible. But with the number of tasks to be completed either before or within the first few hours of their arrival, it's possible to leave out something important. When this process is standardized through automation, HR simply has to inform IT of a new hire's team, position, and hire date. The IT team can then ensure that the employee has hardware, software, and system access they need to be successful on day one. Additionally, with standardization of hardware, costs stay predictable and minimize tech envy amongst peers.



Information Management

One of the most unglamorous parts of HR is managing all of the paperwork concerning benefits, payroll, and evaluations. While fewer and fewer companies are dealing with actual sheets of papers in file cabinets, many operations and HR professionals still have to sort through an increasing number of digital files spread across different cloud and on-premise locations.

Not only is this annoying, but it's also unsafe. Disorganized information management systems leave personal employee data vulnerable to exposure. When HR and IT are in alignment concerning document management, it is much simpler to maintain proper permissions and access.

Additionally, self-service systems allow employees to make changes to their personal information without needing to go through HR or a manager. Setting up these kinds of portals frees HR staff from rudimentary tasks like changing an employee's address or tax information.

Analytics

We often think of being data driven in the realm of external business objectives. Cost per acquisition, click-through rates and conversion rates are all metrics we calculate mostly with the help of digital tools.

Analytics software, managed by IT and incorporated into internal systems also has a place in HR. Data collected about current and potential employees can inform your strategic objectives around headcount, growth, and internal culture. Here are a few examples:



- ⚡ **Recruiting:** How long does it take to hire someone after the initial job posting? Which recruiting avenues yield the most qualified candidates? The answers to these questions can help you develop a more streamlined hiring process.
- ⚡ **Performance Management:** Most companies have some version of performance reviews, but don't necessarily have the systems in place to act on information generated from them. Taking an analytical approach with the help of digital tools can help you develop better training methods for all employees, particularly those who are in need of a course correction.
- ⚡ **Employee Retention:** Replacing employees is one of the most expensive parts of running a business. Quantifying average tenure and the reasons behind an individual employee's departure can help you better retain your staff.

How is this Relevant to SMBs?

Startup and small business employees wear many hats. You have to be willing to do any job asked of you to keep the business going. At a certain point, however, this comes at a cost – to employees and the business itself. This is especially true during a period of growth.

You may have an employee with a knack for resetting passwords and troubleshooting technology issues, but is that really a good use of their time? HR and IT alignment in the startup world shouldn't mean an HR employee working on technical computing tasks. It means having the technical support (either internally or externally) to meet business objectives around hiring, data privacy, and employee quality of life.

Building Your HR-IT Relationship

As your company grows, your HR team will appreciate having some IT-related tasks taken off their plates. One place to start is with onboarding and offboarding. When you partner with Electric and our proprietary on-boarding and off-boarding platform, you can automate the process of ramping up a new hire.

Instead of HR or IT chasing down team leaders to figure out the tech that an employee needs, standardized procedures can be entered into the Electric platform. Electric does the hard work while you focus on your core business.