



The Four Roles of HR and Digital Transformation

TP Deo

Vice President - Global HR Head, Capgemini

There is a Digital revolution unfolding in front of us:

- IOT
- Robotics
- Big Data
- People Analytics
- Machine Learning
- Chat bots
- Speech recognition
- Biometrics
- Artificial Intelligence
- Virtual Reality (VR)

- Tesla Factory in California is fully automated with few employees
- Amazon distribution center uses AI to have the aisle move instead of employees moving them

According research conducted by Capgemini the adoption rate of these technologies in HR is only 27%!

So where do we start!

The WhatsApp Story:

- WhatsApp was started in 2009
- It was sold to Facebook for 19 billion USD
- At the time of sale WhatsApp had 55 employees only
- Users of WhatsApp – 500 million people

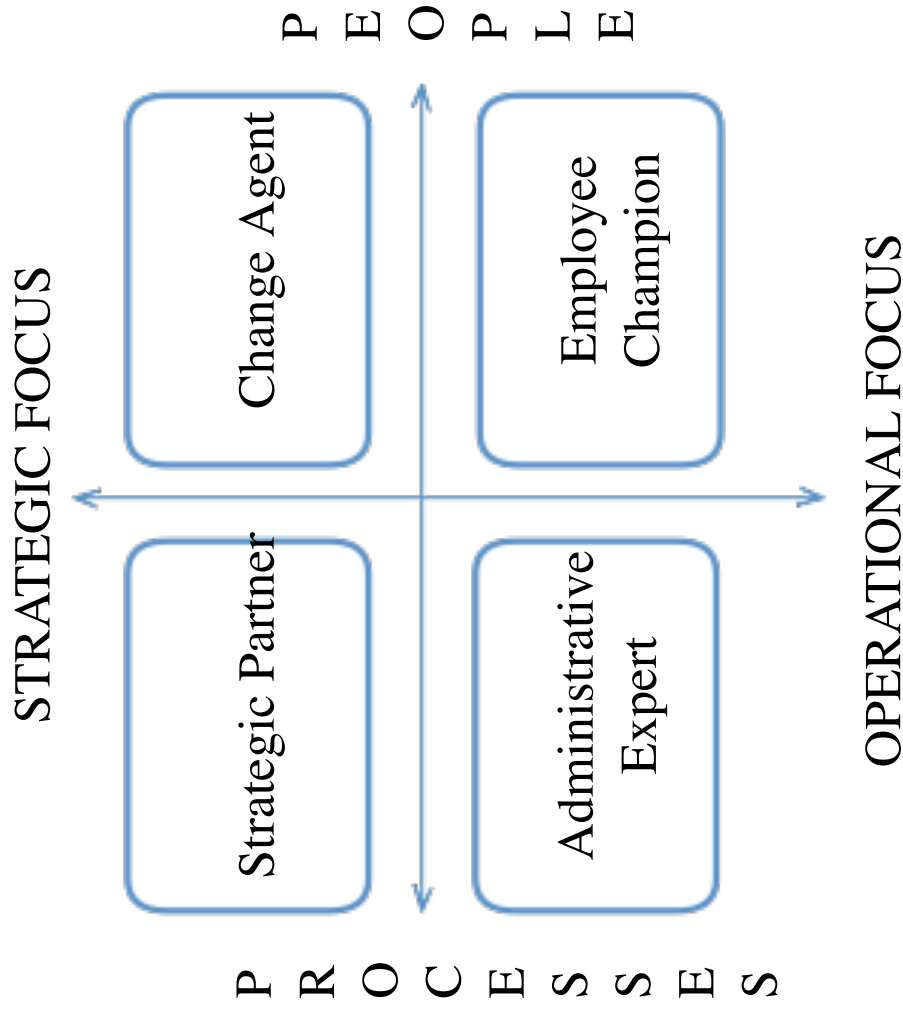
50 employees of WhatsApp engaged half a million people around the world.
This is the best example of Employee Engagement!

This is the power of technology!

So where do we start!

Can you eat and elephant in one bite?

Four key roles played by HR



Strategic Partner

- o Alignment of an Organization's business strategies with upcoming Digital environment
- o Alignment of the internal customer: the employee to the Digital way of working
- o Common portals and employee apps that run seamlessly across the Organization



Change Agent

- o Digital culture to be integrated as a part of the Organizations DNA
- o Strong interconnected digital framework as the backbone of any effective change management
- o Digital avenues to reach out to employees across geographies and time zones



Administrative Expert

- o Real time employee data analyzed in seconds to help Organizations take quick and informed decisions
- o Artificial intelligence and machine learning tools being used to predict customer preferences and behaviors
- o Same model being applied predict employee potential or to design effective retention strategies.



Employee Champion

- o Digital way of working being actively applied by organizations to enhance engagement
- o Pulse surveys being actively used to effectively gauge the engagement climate
- o Digital apps to connect organizations with employees real time



Author details

Author: TP Deo



A Global HR professional with a passion for HR Strategy and its impact on business growth, TP Deo has 20 plus years of experience in Human Resources, particularly in the IT / Consulting industry.

Some of his significant achievements have been in areas of HR Strategy alignment, HR Transformation, M&A, Talent Management, Global Compensation and Executive coaching.

He is currently the Vice President - Global HR head of two of the global business lines of Capgemini.

Co-author: Ritu Singh



An MBA in Human Resource from the University of Mumbai, Ritu Singh has 6 plus years of varied industry experience in the field of HR.

Some of her key interest areas in this field include Digital transformation, Organizational behavior and Employee engagement.

[Link to the published article](#)



Thank You!