

OpenText ECM Suite for SAP Solutions

Maximizing the Value of a Reward and Retain Process for HR Excellence

Although HR has traditionally been tasked with keeping workers engaged and satisfied, this objective has taken on even greater significance in today's workplace. Companies simply can't afford to lose vital talent in any economic environment—particularly given the projected labor shortage for skilled talent and the large boom in retirees.

HR's ability to market the value and worth of their organization's programs and benefits has significant impact on employee retention and satisfaction. On the heels of widespread layoffs, elimination of bonuses and pay raises, and rising employee healthcare costs, the need to communicate and promote an organization's HR programs and employer value proposition is even greater.

Rewarding and retaining workers is a core business process with multiple content touchpoints, requiring integration with an ECM strategy. With an ECM strategy, content related to rewarding or retaining talent is compliant and customized, deployed easily, and archived appropriately. Transparent information that satisfies the needs of today's workers is easily accessible with an end-to-end HR content management strategy—mirroring social media platforms and fostering collaboration and innovation.

How content can help you maximize HR programs through more effective marketing and communications

One crucial roadblock that continues to haunt companies and HR decision-makers is the lack of employee participation, engagement, and knowledge about the benefits or programs that are offered to them. Also, the modern workforce brings the same expectations to the workplace as employees have as consumers. They expect faster service, transparency, and ready access to information. A demographically diverse workforce requires a more customized approach to service delivery and communications.

But for many businesses, communicating these programs is difficult for an already overworked HR staff. Furthermore, in the absence of user-friendly, customized tools, managers are challenged in demonstrating the value of HR programs or clear career paths for their employees.

Without efforts to improve this issue, investments in benefits programs will remain unleveraged. On the other hand, communicating benefits effectively and going one step further to market them will foster higher participation, job satisfaction, and cost-savings.

BUSINESS SCENARIOS

- Lack of transparency and collaboration
- Inability to access key information
- Fragmented communications
- Brand erosion from lack of engagement or retention efforts

BUSINESS BENEFITS

- Greater employee satisfaction and reduced turnover—through relevant and customized compensation, benefits, wellness, and payroll communications.
- Empowering employees—with idea and skills management and relevant e-learning content.
- Lower HR operational costs—provide faster access to information for employees, decrease administrative workload for managers and HR personnel, and improve HR responsiveness.
- Improved employee performance—enable collaboration across departments and provide accurate access to information.
- Employee-centric communications—customized, targeted communications.
- Compliance and risk avoidance—improve records management and HR auditing practices.

Employee communication has moved past the days of mail merge and newsletters. Expectations among workers require organizations to adapt to the new interactivity and two-way communications approach, rather than a top-down style.

Employees want to know their employer cares about their career development, health and welfare, and contribution to the organization.

Whether through wellness, work/life balance options, career opportunities, or development initiatives, communicating these programs can be cumbersome and time-consuming in a non-ECM environment.

When reward and retention efforts are integrated with an SAP ECM strategy, the benefits to both employees and HR staff are abundant. Once a several-day process, creating customized, clear communications to employees takes a single effort with data integrated into communications directly from the SAP Enterprise Resource Planning (ERP) system.

Initiatives such as total rewards statements or open enrollment campaigns can be tailored and quickly distributed via data extraction, including graphic elements.

Also, with four generations sitting side-by-side in today's workplace, the ability to tailor communications to a particular life stage or level within the organization is invaluable. The benefits programs or wellness initiatives of relevance to an older, near-retirement worker may be vastly different than that of an entry-level, Generation Y worker.

Best practices for Enterprise Content Management clearly established the practice of dynamic and personalized employee-centric communication by automating document processes and facilitating customized messaging. The organizations that adhere to this standard gain:

- Reduced costs for creating documents
- Empowered HR business users
- Consistent document creation
- Ensured alignment back to corporate goals
- Consistent employer branding

Content's role in driving collaboration and innovation

The social and digital age means workers expect faster service, transparency, and ready access to information, as well as opportunities to collaborate online and through social media outlets.

Company portals accessible to all workers mirror social networking functionality, allowing for real-time collaboration on projects, exchange of ideas, and the knowledge capture to help companies develop new solutions and products and expand into new markets.

Portals also put end-users squarely in the driver's seat, similar to social media sites, allowing users to configure a portal to only provide the content they prefer.

HR staff also benefit from this self-service model, delivering more agile service response, quick resolutions to inquiries, and reduced process cycle times.

This model also matches up to employees' expectations for greater transparency with HR and HR-related services, having immediate access to centralized information and online tools to facilitate problem resolution, career management, and collaboration among team members.

“Eight-out-of-ten of the world’s most admired companies regularly reinforce rewards philosophy in communications. Utilizing Enterprise Content Management (ECM) best practices integrated within an SAP® landscape can drive better HR efficiency and delivery of reward and retention initiatives, ultimately improving employee engagement, satisfaction, and retention.”



Effectively manage and store employee reward and retain content

A successful reward and retention strategy is dependent on frequent, relevant, and customized communication with every employee. This often amounts to the creation of 50 or more pieces of documentation just within the first 1-2 years of employment.

In many organizations, these documents either originate as paper-based forms or are printed or copied before being filed in a cabinet or off-site facility. This process is time-consuming and mundane, which often leads to reluctance among HR staff to even communicate in the first place.

It also leaves the company open to risk and expense related to compliance issues and document retention regulations when employee files are not complete or lost.

With an employee file management solution, all employee information is digitized, filed electronically to an employee's personnel folder, and accessible by HR members in moments.

For example, all content related to a promotion—from performance reviews, assessments, emails to and from departments, or letters detailing promotion specifics

to revised total rewards statements—are created digitally, filed electronically, and archived securely.

The OpenText reward and retain for SAP drive HR excellence by leveraging the OpenText ECM suite for SAP solutions. ECM for the reward and retain encompass a collection of interrelated and integrated products that manage the entire lifecycle of information across the reward and retain strategy—from creation and management to storage, distribution, archiving, and, ultimately, disposition of content—while ensuring that security policies are respected and regulatory compliance mandates are adhered to.

Key features of OpenText ECM Suite for SAP Solutions – Reward and Retain processes

- Engaging employee communication with centralized, standardized communication templates for relevant and customized pay, benefits, wellness, development, and payroll communications.
- Collaborative employee portals to promote idea exchange and collaboration in a social media environment.

- Web-based portal content management: creation, management, and storage of documents, providing self-service capabilities to employees while driving HR transparency.
- 360-degree view of employee information via electronic employee folders. Easy, secure access to complete employee information and long-term records management of files. ■

To learn more about the OpenText ECM Suite for SAP Solutions, please call your OpenText representative or visit www.opentext.com/sap.

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