



Enabling Employee Engagement with Social in the HCM Cloud

Boost Productivity, Expand Relationships,
and Keep the Conversation Growing



"It bears repeating that only 30% of America's workers are engaged in their jobs. Given the proven links between employee engagement and financial outcomes, if U.S. organizations could find a way to double the number of engaged employees, it would dramatically improve their balance sheets and change the country's entire economic trajectory."

Gallup, "The State of the American Workplace: Employee Engagement Insights for U.S. Business Leaders," 2013

Connect with workers and expand work relationships. Build teams, enable conversations, fuel innovation, and encourage feedback. Give kudos, acquire expertise, and build knowledge. Be more productive.

A description of doing business in fantasyland?

No, just some of the benefits your business can experience when you choose to use social inside your organization to engage your employees in the workplace.

Research shows that employees who are engaged at work care about what they do. They are more productive, more innovative, and more collaborative. So the question becomes, how can HR affect the corporate environment to improve employee engagement and make the fantasy real?

HOW ENGAGED IS YOUR ORGANIZATION?

Take the quiz.

- » In general, is company morale high, low, or in the middle?
- » How do employees currently collaborate? Is it in real time? Can they collaborate across the organization?
- » How satisfied are you with productivity in your area?
- » How engaged are your employees at work?
- » How engaged are *you*?



FACT: Americans aged 18 to 64 who use social networks spend an average of 3.2 hours per day doing so.

Ipsos Open Thinking Exchange, "Socialogue: The Most Common Butterfly on Earth Is the Social Butterfly," January 8, 2013, ipsos-na.com/news-polls/pressrelease.aspx?id=5954



FACT: Ultimately, people engage people.

Gallup, "The State of the American Workplace: Employee Engagement Insights for U.S. Business Leaders," 2013

SOCIAL IS DIFFERENT IN THE ENTERPRISE

It's not Facebook, or Twitter, or even LinkedIn—although if you know how to use those social applications, using an enterprise social network is that much easier.

With those kinds of options available, why does an organization need an enterprise social network?

An enterprise social network centers around the business and the people who make that business succeed. It makes it easier and more efficient for employees to work together, and can

- » Help employees coordinate with other employees across the organization
- » Improve employee response times to change
- » Encourage employee participation in social collaboration
- » Encourage and enable innovation throughout the enterprise
- » Improve employee engagement and morale

You're already doing it. Social networking in the enterprise has been a part of business since employees first gathered around the water cooler.

It's the way things get done at work. Introducing an internal social network into your organization gives HR the opportunity to bring your social networking capabilities into the twenty-first century.

An enterprise social network makes it easier for employees to do their work—by collaborating, communicating, sharing, giving feedback, suggesting, questioning, and recommending. It helps employees be more engaged in the business and see more of the big picture. And, as studies show, employees who are engaged at work provide their customers with better service, are more productive, and are more likely to stay with the company.

BRINGING BETTER SOCIAL NETWORKING TO THE ENTERPRISE

You may not call it social networking (or maybe you do), but it's everywhere in your organization. Project teams working together share documents, files, and ideas as they collaborate and communicate. Interest groups, like women in technology, green initiatives, or the employee relations council, meet on a regular basis. Even ad hoc groups are networking to handle special projects like developing the corporate relocation plan or evaluating new testing procedures.

If you can make it easier to do these things, employees can spend more time in strategic conversations and less time on administrative tangents.

READY OR NOT

Modern organizations have become increasingly aware of the potential benefits associated with an effective internal social network—benefits that include streamlined communications, higher employee participation in social collaboration, and fewer silos of isolated data. All of these benefits bring previously unknown knowledge and expertise to the extended networked enterprise.

But, of course, the immediate goal is increased employee engagement.

FACT: By 2020, there will be seven networked devices for every person in the world. Facebook's membership—at 1.23 billion—is now nearly as big as the population of India.

PwC, "17th Annual Global CEO Survey," 2014



Making social capabilities part of standard HR processes can have a huge impact in the workplace: on employees, on culture, and on the bottom line.

Everything that your employees do with HR—from recruiting, goal setting, performance evaluations, and talent assessments to signing up for benefits and onboarding new employees—can be made easier and more efficient with an internal social network. And, by adding social to the HR tasks that your employees do, you get them involved in the processes and engaged in the business.

STATUS QUO ISN'T AN OPTION

With all the benefits of bringing social into the organization, why haven't more HR organizations "gone social"?

The truth is it doesn't just happen. Unless bringing social to the organization has a dedicated champion and is someone's top priority, the chances of it happening are slim. However, because the arguments for incorporating a social network into the enterprise are significant and the return on investment (ROI) is impressive, doing nothing isn't really an option.

NOT JUST TECHNOLOGY—A TECHNOLOGY SOLUTION

HR is at the heart of employee well-being in the organization and is in the unique position to advance the use of social simply by providing the means and opportunities for employees to connect. It all starts with having the right technology, and the right social capabilities to go with that technology, so employees can collect and share information and then act on that information for better business outcomes.

By analyzing relationships and interactions among the employees and work groups in the enterprise, a social human capital management (HCM) technology solution can provide greater insight into

- How work actually gets done
- How processes are executed (or stalled)
- How knowledge flows into, through, and out of the organization
- How opportunities are captured (or missed)

The right social HCM solution also looks at interactions in the extended enterprise—vendors, customers, service providers, contractors—so your organization can get a better understanding of these relationships.

WHAT'S STOPPING YOU?

Best practices for bringing social to the organization are straightforward, but not always easy.

- » **Eliminate barriers to adoption.** Challenges include
 - **Lack of participation.** Reduces the value of social and creates a downward spiral. Newcomers can't find what they need and never return.
 - **Obscure connection to business objectives.** Turns social into just another obstacle unless the reasons and desired outcomes for using social are well communicated.
 - **Inefficient tools.** Force participants to expend extra effort to get their work done.
- » **Measure actual business results to assess your efforts.** HR wants technologies to leverage the power of social networking and tie it to a measurable ROI, such as a social strategy for employee referrals.
- » **Acquire and install the right technology.** The right technology provides the insight to develop better business strategies and execute tasks more effectively.

FACT: Embedding social capabilities in HCM applications makes processes faster and more efficient, no matter whether they are HR-specific processes (such as initiating a change to the org chart) or processes administered by HR on behalf of the enterprise (as with following up and updating recruitment activities).

When social capabilities are automatically part of the process, employees share information and feel more engaged in their work.

WHAT FUELS A SOCIAL NETWORK?

What is the source of the information that runs an enterprise social network?

The personal and professional relationships that people have built over the years provide excellent information that can be effectively mined by HR for internal referrals and to create even more networked relationships.

By bringing social networking into the enterprise, HR provides resources that can improve the quality and speed of hires.

Keeping the social network active, however, is critical to its effectiveness. Inactive social networks or networks with limited reach or stale information won't provide much fuel for an organization.

An enterprise social network helps employees stay connected as they collaborate. It helps them efficiently leverage the organization's collective expertise in very practical, measurable ways, and provides social tools to enhance, capture, and preserve the information that flows among people, enterprise applications, and business processes.

MAKING HR TASKS EASIER

Employees (as well as managers and HR) benefit from the social tools that make HCM tasks—as well as other business processes—easier to do.

Social Capabilities Make Tasks Easier	
Performance Reviews	<ul style="list-style-type: none"> • Ensure that performance review issues are resolved. • Track the process and keep it moving forward in real time.
Talent Reviews	<ul style="list-style-type: none"> • Identify the best internal candidates to be trained for key positions in the company for succession planning. • Prepare and schedule talent reviews and collaborate on action items from the review. • Update colleagues on candidate status during recruitment activities. • Resolve issues relating to other HR responsibilities including promotions, onboarding, benefits planning, compensation, transfers, performance improvement plans, and terminations.
Goal Management	<ul style="list-style-type: none"> • Collaborate with peers who have similar or related goals to achieve business outcomes more efficiently. • Collaborate to define, create, and track business goals.
Performance Management	<ul style="list-style-type: none"> • Quickly communicate and resolve issues in employee performance review process. • Include supporting and related employee achievements and completed business goals to support employee promotions, raises, and rewards.
Succession Management	<ul style="list-style-type: none"> • Prepare, schedule, and collaborate on talent reviews. • Devise the best succession plans by considering issues of all stakeholders. • Identify the best internal candidates for a position.
Recruitment	<ul style="list-style-type: none"> • Collaborate with other interviewers about candidate qualifications. • Quickly identify next steps in the interview process.

HAVE THE CONVERSATION

Modeled after how people interact in real life, “conversations” in an enterprise social network can help employees focus on content. Instead of forcing all discussions and replies into a single stream of activity (as happens with an e-mail inbox), conversations let those involved have a dedicated discussion on a topic—providing welcome relief from information overload.

In addition to focusing collaboration, conversations are easy to update and can be used by managers and project leaders to track the participation of those having the discussion.



Do-it-yourself networking gives employees the tools and framework to build and manage their own connections on the internal social network.

The benefits of using social technologies internally—including improved productivity, engagement, innovation, streamlined communication, and enhanced collaboration—are all involved in breaking down traditional silos and bringing previously unknown knowledge and expertise to the extended social network.

MAKE SOCIAL PART OF THE PROCESS

Building connections to other employees and colleagues can help employees be more effective (and more efficient) in their work. By making social part of the business processes they do on a regular basis, HR can

- Enhance organizational productivity
- Provide better tools for expanding the employee's social network
- Enhance employee satisfaction and productivity

Improve Productivity Across the Enterprise

Throughout the enterprise, productivity can improve as the applications that include social connectivity and conversations become more accepted—and more widely used. Employees are able to connect and collaborate more effectively because social has (literally) become part of the business process.

Better Tools Make a Better Network

The right social tools let employees establish connections with team members and other employees that enable new conversations and even mentoring relationships—easy to do when those capabilities are part of the HCM application.

On Behalf of the Employee

Employee satisfaction is key to employee productivity. By including the social ability to offer feedback in a way that's fast, friendly, and familiar, HR helps employees become part of the process. Social capabilities can also document an employee's contributions to relevant business discussions.

BEYOND THE ORG CHART

On paper, most employees report to one manager, but in reality, they connect with employees and colleagues throughout the enterprise and into the extended enterprise of vendors, colleagues, and customers.

Managing these connections and using them to be more productive is one of the many benefits of having social capabilities as part of your business processes.

Social tools that are part of the business process—literally embedded in the application—offer employees the best opportunity to build and use connections that can make them more productive and more successful.



WHY SOCIAL IS IMPORTANT FOR HCM

Providing social capabilities as a standard part of all HCM processes just makes good sense. You're connecting the people and the tasks they need to do with a familiar interface that makes doing those tasks easy and painless. You provide the social collaboration capabilities and the real-time conversations that can speed up time spent on these tasks and help employees, HR, and the entire organization achieve better business outcomes, faster.

FACT: When employees are engaged, they can provide faster, more-innovative responses to change—whether that change comes from the customer, the market, or the work environment.



The social technologies of today are helping people connect and share with potentially huge audiences, and they're making the process faster and more efficient than ever before.

The promise of social networking lies not in doing the same (often inefficient) things at a lower cost, but in benefiting from the many personal and professional relationships people have built over the years and doing things differently.

THE BENEFITS OF SOCIAL NETWORKING IN THE ENTERPRISE

Social networks offer tremendous benefits to employees—and to the business. However, with so many networks being used in an organization, it's important to have a single solution that can provide the leadership and interoperability with other social networks and prevent the erosion of those benefits.

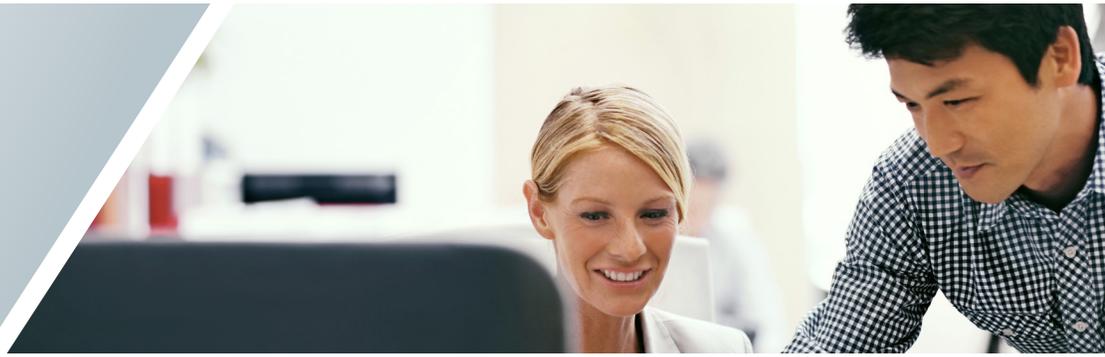
Work environments that provide social capabilities to employees experience benefits that include

- Easier collaboration among employees
- More-targeted mentoring
- More ad hoc learning
- On-the-fly innovation
- Increased participation in the workplace
- Problem solving instead of finger pointing
- Shared ownership of products and projects
- Satisfied customers
- Happier employees

The effect that these benefits can have on the productivity and success of employees is reflected in increased employee engagement and in the bottom line.

"A new era is emerging: the era of engaged business professionals who know how to get their work done and, when faced with a challenge, can tap into their knowledge base to find the answers."

Jim Lundy, "Social HCM: The Future Is Now," Aragon Research, January 31, 2014



“Oracle has one of the largest installed bases in the HCM market. It has been updating its offerings to be cloud-ready and at the same time has infused them with both mobile and social capabilities.”

Jim Lundy, “Social HCM: The Future Is Now,” Aragon Research, January 31, 2014

SOCIAL IN THE ORACLE HCM CLOUD

Oracle offers embedded social capabilities for Oracle Applications in these areas:

- » Goal and Performance Management
- » Talent Review
- » Career and Succession Management
- » Learning and Development
- » Talent Acquisition (sourcing, recruiting, and onboarding)
- » Benefits
- » Human Resources
- » Workforce Management (leave management, project management, and time and labor)

CONTACT US

For more information on engaging your employees and bringing social to the workplace, call **+1.800.ORACLE1** to speak to an Oracle representative or visit **oracle.com/hcm**.

Outside North America, visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.

Social in the Oracle HCM Cloud offers social capabilities that provide organizations with superior business performance. It’s a complete, integrated solution—only from Oracle.

Oracle addresses technology obstacles that have hampered efforts to incorporate social into the enterprise by making social part of its HCM application suite.

BRINGING SOCIAL TO HR AND THE ENTERPRISE

Oracle addresses the obstacles that have previously stymied social adoption efforts by embedding a full complement of social capabilities into its Oracle HCM applications.

Employees use the embedded capabilities simply as another part of the application—a part that lets them easily communicate and have conversations as they work. Users are more productive because don’t have to leave the application to communicate with colleagues and can maintain focus and keep distractions to a minimum.

MAKING APPLICATIONS SOCIAL

Oracle Social Networking and Collaboration Cloud’s Social Network solution provides an open, extensible social platform that lets organizations build additional integrations to connect business processes to their existing enterprise applications.

Data from enterprise applications and business processes can be “social enabled” and mapped into Social Network. When the data is updated, the changes are updated in Social Network and related conversations, resulting in better collaboration and a record of the discussion.

SOCIAL AND HCM FROM ORACLE

By providing employees with a seamless user experience that helps them stay focused and work more efficiently, Oracle helps HR bring social to the enterprise with a complete technology solution that engages employees and generates superior business performance. Only from Oracle.



"Thanks to Oracle Human Capital Management Cloud, we gained anytime, anywhere access to integrated employee data, enabling us to create more-effective performance management and identify top talent to support future growth. We've gained recruitment analytics, simplified performance management and talent review processes, and reduced IT costs."

Bavneesh Gulati, Senior Vice President, Human Resources, Kalpataru Ltd.

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