What is Digital HR?

The term **digital HR** refers to the digital transformation currently affecting the human resources industry at large, driven largely by advancements in data collection and analysis and in various technologies.

"Digital HR is about figuring out ways to use technology to help what we're doing across [the HR field]," says Tom Penque, lecturer in the Master of Human Resources Management program at Northeastern University.

"It's about how we use technology to help the business and reach the goals of our people strategy."
Penque goes on to explain that the use of this practice can vary substantially from organization to organization, as well.

In some businesses, for instance, it could be as simple as taking certain processes and making them paperless, while in others it might involve fully rethinking the recruitment and training process.

Some examples of digitizing HR processes include:
1. E-sign and self-service applications, which allow an applicant to complete their job application one hundred percent online or by mobile app, reducing the need to print physical materials.
2. Automation in recruitment, such as in posting jobs, which enables HR professionals to put their time to better use in other processes.
3. Virtual and remote interviews and training, which can reduce expenses associated with travel, attracting a wider range of qualified job applicants and leading to greater employee engagement.
4. Gamification of training and learning, which uses psychological queues to encourage employees to complete their training and improve their skills.

Digital HR is something we've been doing even before the pandemic.

With more employees working remotely during the first half of this year because of the coronavirus pandemic, technology has become more important to human resources departments.

Experts have noted several HR tech trends, including increased use of artificial intelligence in hiring and recruiting, growth of employee tools for financial wellness as well as physical and mental health, and increased automation.

And now with a shift of more 50% of our employees working remotely, the question we all ask ourselves is this – How can we become such a competent Digital HR Manager?

Over the course of the past 7 months, I have learned three essential E's each HR person should have in order to be an effective digital HR Manager.

I. EMPATHY

Employees are anxious. Empathy is more critical today than ever before. During the current crisis, the workforce across the globe is under additional stress of job instability, dealing with health issues, especially mental health and safety, and hence, HR and people managers can practice empathy and ease employees' nerves during the coronavirus crisis.

Active listening is hearing not only the words your colleagues are saying but understanding the complete message they're communicating. It's listening to obtain information and learn the motivation or reason behind their words. It's not about formulating a counter argument or reacting with your own opinion.
1. How Are You? Session – video conference through MS Teams –
- HR shares their personal reflection during this pandemic to inspire employees
- Employees share their own experiences
- Encourage employees to continue sessions like this as a team

Working from home looks and feels different for everyone. And when the decision to work remotely is taken out of your hands, the transition can be a shock. Employees' routines are disrupted. Their workspace is different. Their emotions may be in disarray. All these factors mean we need to show each other a little more empathy.
1. E-Kapihan – a Wellness Session on Managing Stress and Anxiety Amid COVID-19
2. Mindful Monday
3. Community Prayer every 12n
4. Health Bulletin on COVID0-19 reminders and guidelines
5. Telemedicine/Teleconsult through Medicard and their MACE App

You can't control how a person feels or how they react to a situation. You can, however, ask them why they are feeling that way.

That's an empathetic response.

1. Feedback form – MS Forms, Menti, Slido – each activity always seeks to understand their thoughts and where they are coming form
2. Regular check-ins through the help of HRBPs – reach out to employees through MS Teams, Viber, Phone calls and Text messages

II. EXCELLENCE

Now more than ever, HR leaders are expected to excel in everything they do. Work is more demanding and challenging, we have to be ready to face what's in front of us.

1. Online trainings and webinars – on WFH, Time Management, Leadership, Presentation Skills
- Through LinkedIn, Google Classroom, Zoom Webinars
2. Regular HR coordination meetings
3. How Are We? Sessions
4. HR Birthdays and work anniversaries

A.C.TS/Compliance Report – a system we created and is used by HRBPs to do an analysis every pay period. Employees log in and answer through Sharepoint. Tutorial videos were uploaded through MS Stream.
- Health Check
- Contact Tracing Diary

- Daily Activity Form – measuring the activities/tasks of every employee and the time the spend in a day – to measure productivity
2. Policies and Guidelines – in compliance to government mandated policies
- New Normal Workforce and Workplace Management Policy
- IATF and COE, Rapid and Swab Tests – e-copies and online scheduling
- Coordination with LGUs for travel requirements through Phone calls

III. ENERGY

A high-energy person has a way of getting people's attention, often in entertaining ways. He tells stories, shares jokes, and uses dramatic or humorous illustrations to spark interest and make a point. Because people are listening intently, ideas shared and concepts conveyed are memorable to customers, colleagues, and employees. As a result, these folks are particularly well suited for training new hires, educating employees on handling tough situations and winning support for new initiatives.
Results are similar but approaches to communication tend to vary:
- Make everything exciting.
- Capture attention before moving to mundane but necessary topics.
- Lighten the collective mood and then focus on serious issues.
If no one is paying attention, then it doesn't matter what happens next. So, the energetic person devotes much of his energy to entertainment as a means to engagement

and education, not just for training purposes but also for transformation.
Engagement starts from the Day 1 of an employee:
1. Virtual onboarding and virtual NEO
2. Virtual cadetship program – hard/technical skills and soft skills
3. Meet and Greet Your Team and Your Manager
4. Online employee engagement activities – WFH experience
The high-energy professional can raise the bar of performance, elevate results, and make hard work fun.
1. New Frontier Campaign – to embrace the challenges and what we can do
2. OCETFS accepted by HR wholeheartedly and asked people to understand it
3. Communication with employees became easier because of HRBPs and platforms
4. Appreciation messages from employees