

## DECLARATION FORM AND DATA CONFIDENTIALITY

The SHRM STAR Awards are the region’s pre-eminent awards, celebrating and showcasing the most effective and inspiring work in HR in the Middle East. We understand that sensitive commercial or other information may be essential elements to a successful award entry submission and effectiveness case-study. Protecting your data confidentiality is critically important to us and we have processes in place to keep your sensitive information safe.

After the awards judging process is completed, the winners of the awards will be announced during the SHRM MENA Annual Conference. Upon submission, the entrant automatically grants SHRM the permission to share details of the winners with the media (including: name of the organization, category for which the award is won and overview of the practice for which the award is won), on the SHRM website and other relevant platforms. No announcement regarding participant names will be shared (other than the winners). SHRM may subsequently publish case studies/highlights of the winning organization practices and will take express permission from the participating organization ahead of publishing/sharing the same.

SHRM is also creating a database of best practices/benchmarks around HR practices that will be used to identify insights for the HR fraternity in the Middle East. Certain data from the award entry submissions may be used for this purpose. All such data inputs will be anonymised with no reference to the organization and all identifying characteristics consolidated within a dataset operated and owned by SHRM. All data collected will remain confidential and will be aggregated so that it cannot be linked to an individual entry.

We request the relevant signing authority (MD/CEO/COO/CHRO) to accept the above and confirm that all information provided in the Application / Entry form(s) is true and complete to the best of your knowledge and belief and that you accept all rules of participation in the SHRM MENA STAR Awards.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Number: \_\_\_\_\_

## Application Form – EXCELLENCE IN HR TECHNOLOGY

### **Introduction to Category**

Excellence in HR Technology aims at recognizing organizations which are able to effectively use technology to drive and deliver organizational/HR goals in order to gain competitive advantage. It requires organizations to enhance the productivity and effectiveness of the HR function and how employees are serviced by HR through technology interventions. The key elements that are important for Excellence in HR Technology in an organization are those that facilitate the digitization and digitalization of HR processes which include the scale and depth of technology implementation, the ease with which HR data can be accessed and analyzed, whether automation has facilitated alignment of HR goals with business goals and ensuring that it is a process of continuous improvement rather than a one-time intervention.

***This award, therefore, seeks to recognize organizations, which have successfully designed and implemented “excellent” practice(s) or system(s) to make their HR processes more efficient and effective in line with organizational strategy/requirements. This could be a single/multiple innovative process(s) or system(s) that the organization has implemented across any area in HR Technology and has been running successfully in the organization for some time.***

The entry can include details of a single practice or an entire system. For example:

*HR Practice:* An organization may submit details of how they have launched HR Chatbot in an out-of-the-box manner to automate some elements of recruitment, resolving employee queries and/or employee engagement and the related benefits.

*OR*

*HR System:* An organization may submit details of how they revamped their ‘HR Technology’, to enhance employee experience through a hyper-personalized technology platform to manage the entire hire to retire process.

Within the gamut of this award, will be practices or systems under any discipline of HR Technology. The following are indicative disciplines that the practice/system could fall under:

- Software and associated hardware solutions for automating HR solutions (e.g.: payroll management system, talent management system, learning management system)
- Artificial intelligence or machine learning solutions applied to HR processes and/or systems
- Social media and platforms leveraged for HR processes and/or system deliveries

## **APPLICATION FORM**

**As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the practice/system has been in operation in the entity applying for the award for minimum two years.**

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Number: \_\_\_\_\_

### **Section A - Participant Information**

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (please share full registered name):
2. Date of Incorporation of Company/Entity:
3. Parent Company Name (if applicable):
4. Parent Company Headquarters (if applicable):

5. Regions of Operation (if applicable):
  1. GCC (Gulf Countries Corporation)
  2. Levant
  3. North Africa
  4. Europe
  5. Americas
  6. Asia-Pacific
  7. Others (please specify)
  
6. Nature of Business/Industry Type:
  1. Healthcare
  2. Pharmaceuticals
  3. Manufacturing
  4. Services
  5. Hospitality
  6. IT/ITeS
  7. Consulting
  8. Education
  9. Automotive
  10. Military
  11. Real Estate
  12. Others
  
7. Nature of Ownership:
  1. Corporate
  2. Partnership
  3. Trust
  4. Government
  5. Semi-Government
  6. Foreign Owned Multinational

8. Revenues (as of Financial Year 2022)

1. < \$ 5mm
2. > \$5mm < \$20mm
3. > \$20mm <50mm
4. > \$50mn

9. Structure of the HR function

1. Centralized versus decentralized
2. Outsourced/In-House HRIS
3. Extent of automation

10. HR Metrics:

| Metrics   | Unit                  | FY 2020-21 | FY 2021-22 | FY 2022-23 |
|---|-----------------------|------------|------------|------------|
| Revenue Growth  | %                     |            |            |            |
| Profit Growth   | %                     |            |            |            |
| Total Employee Headcount<br>(Full Time Equivalent/ Permanent Employees) | Nos.                  |            |            |            |
| Total Contractual Employee Headcount                                    | Nos.                  |            |            |            |
| Total HR Employee Strength (FTE)  | Nos.                  |            |            |            |
| HR to Employee Ratio  | %                     |            |            |            |
| Diversity Ratio [females, males, differently abled]                     | %                     |            |            |            |
| Average Employee Age  | Years                 |            |            |            |
| Voluntary Attrition Rate (Annual)                                       | %                     |            |            |            |
| Employee Engagement Scores  | On a scale of 1 to 10 |            |            |            |

### Section B – Quantitative Measurements

This section covers the quantitative aspects of the initiatives under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

| Metrics  | Unit | FY 2020-21 | FY 2021-22 | FY 2022-23 |
|--|------|------------|------------|------------|
| Budget for the intervention/ Scale of implementation<br>Example: <ul style="list-style-type: none"> <li>• Budget allocation for HR digitalization</li> <li>• Budget utilization (against allocated)</li> <li>• Number of people impacted through these initiatives (employees using digitalized formats):               <ul style="list-style-type: none"> <li>- Total number of employees impacted</li> <li>- % of total headcount impacted</li> </ul> </li> <li>• Scale of the intervention               <ul style="list-style-type: none"> <li>- Number of end users impacted/sub-functions covered</li> <li>- Number of HR processes fully digitalized</li> <li>- List/ name the HR processes fully digitalized (as on date)</li> <li>- Number of HR processes partially digitalized</li> <li>- List/ name the HR processes partially digitalized</li> <li>- Number of HR processes still manual</li> <li>- List/ name the HR processes still manual</li> </ul> </li> </ul> |      |            |            |            |
| Data from performance metrics used to track success of the initiative:<br>Example: <ul style="list-style-type: none"> <li>• Measure of success of the initiatives               <ul style="list-style-type: none"> <li>- Satisfaction Score with the initiatives (leadership/employee/key stakeholders)</li> <li>- Increases in productivity due to initiatives</li> </ul> </li> </ul>   |      |            |            |            |

| Metrics   | Unit | FY 2020-21 | FY 2021-22 | FY 2022-23 |
|---|------|------------|------------|------------|
| <ul style="list-style-type: none"> <li>- Others</li> <li>• Reduction in Response time of inquiries to HR</li> <li>• HR Optimization (freeing up of time/resources)</li> </ul>   |      |            |            |            |
| <p>Data from business metrics used to track success of the initiative:</p> <ul style="list-style-type: none"> <li>• Bottom line impact through the intervention (cost saving)</li> <li>• Top line impact through the intervention (improvement in profit/revenue)</li> <li>• Number of man-days saved in each HR process due to digitalization:               <ul style="list-style-type: none"> <li>- Recruitment Techniques</li> <li>- Employee induction and orientation</li> <li>- Compensation and Benefits</li> <li>- Performance Management systems</li> <li>- Administrative systems (Attendance, Leave, Travel, etc.)</li> <li>- Learning and Development</li> <li>- Communication</li> <li>- Satisfaction surveys, Exit interviews, etc.</li> <li>- Any Other HR System (Please specify)</li> </ul> </li> </ul> |      |            |            |            |
| <p>Additional metrics/data points you track and feel relevant to support your application</p>   |      |            |            |            |



### Section C - Qualitative Measurements

Qualitative measurements are based on initiatives that have been implemented or are ongoing in the organization. These would allow for understanding and evaluating the nature of initiatives, the issues which were addressed by these initiatives, the impact on stakeholders and efforts to sustain these initiatives. Please restrict your responses in this section to approximately 500 words per response.

What were the key issues/challenges /triggers related to instituting these initiatives? Who was the primary driver – top management or HR?

Describe the key initiatives that emerged to address the above-mentioned issues/challenges and their key objectives.

To what extent has the digitalization of HR processes improved key organization performance as compared to the manual process? Do also share the challenges you faced during technology adoption and how they were addressed. [Key pointers: Alignment with business goals, measuring KPIs, measuring intangibles, showing correlations and patterns, enabling predictions, etc.]

How did you assess the effectiveness of the initiatives undertaken and what were the results? [Key pointers – level of employee self-reliance achieved, Ease of access and control over employee information, Greater transparency and fairness as perceived by the employees, reduced administrative burden, Time saved, etc.]

What impact have your initiatives had on your key stakeholders? How are different HR systems integrated to offer the employee a seamless experience? [Key pointers – Employee Satisfaction, Better Engagement, Talent attraction & retention, reduced operating costs, increased managerial empowerment resulting in improved decision-making ability, etc.]

What are the key factors that are required for the initiatives to sustain and grow over the next few years? [Key pointers – Continued support and involvement of top management, Budget allocations, periodic audits, formal defined policy, periodic technology training for HR/staff, increasing level of employee involvement etc.]

What was the cost effectiveness of the interventions? [Key pointers – Cost per employee etc.]

What are some of your Planned Digitalization Initiatives for the next 2 to 3 years?

Please use the space below to add any further details/information

*Note: You may choose to attach supporting documents of maximum 15 pages/slides for a particular Award category. These collaterals will be accepted only in the form of PPT, PDF or WORD documents. No excel formats, links hyperlinked in text will be accepted. Additionally, applicants may also submit a video of up to 5 min to support their application. This video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.*

**GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY**

| <b>Terms</b>                   | <b>Descriptions</b>   |
|--------------------------------|---|
| FY (Fiscal Year)               | Refers to the financial year followed in the region. 1 <sup>st</sup> April to 31 <sup>st</sup> March (Please clarify in case of exception)  |
| Leadership Team                | The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).  |
| Senior Management              | This includes first level reports of the Leadership Team  |
| Middle Management              | This includes senior managers with experience ranging between 8 to 16 years   |
| Junior Management              | This includes first level managers with experience ranging between 2 to 8 years   |
| Staff                          | This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)   |
| Blue Collar                    | Skilled and unskilled workers   |
| Full Time/ Permanent Employees | These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.  |
| Employee Growth Rate           | Year on Year increase in the number of employees (Full time and Permanent employees only)   |
| Average Employee Age Group     | This refers to the average age group (range) within which most of the organization's employees would fit.   |
| Offer Drop %                   | Percentage of Employment Offers rejected  |
| Employee Engagement Scores     | We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents. |
| Customer Satisfaction Scores   | Customer Satisfaction Scores captured through a survey. This includes external customers only.  |