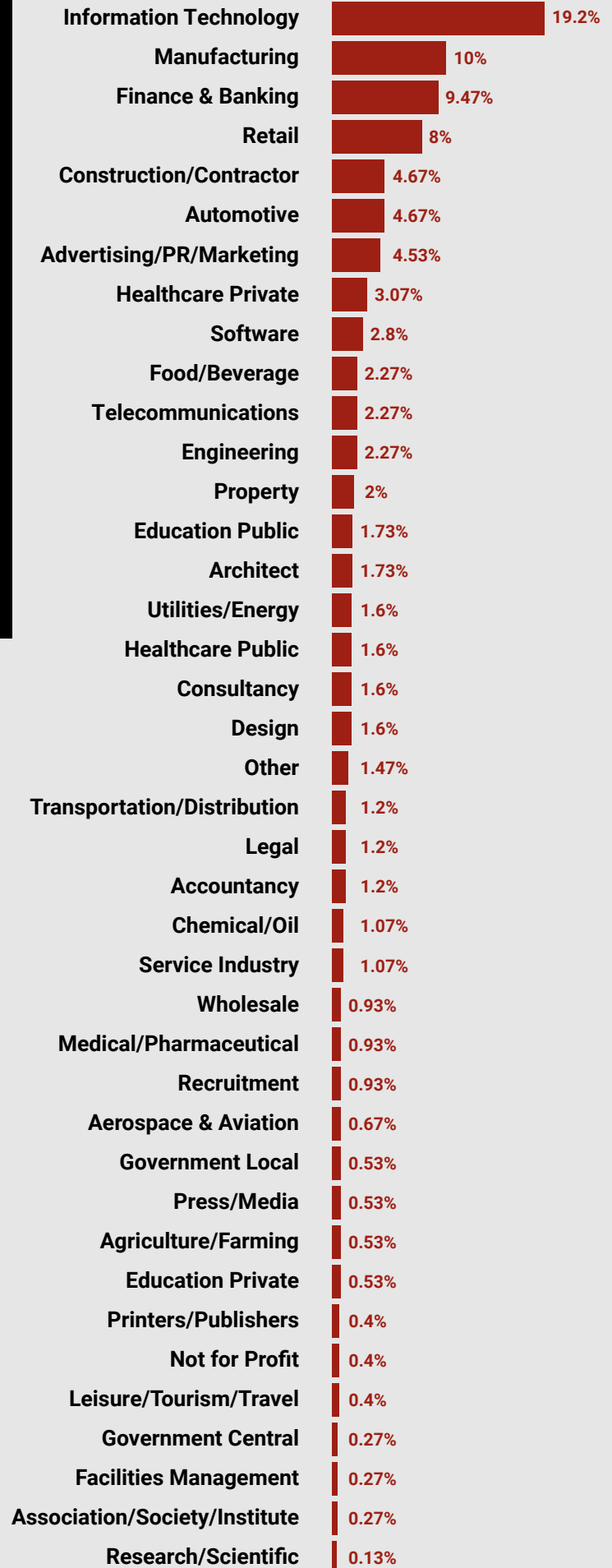
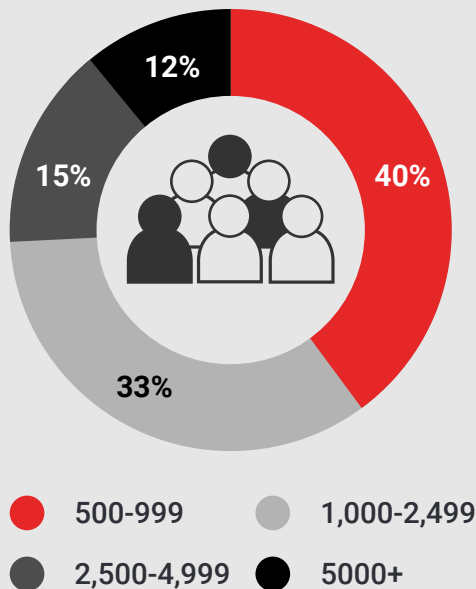


HR TECH BUYERS: GREATEST CHALLENGES UNCOVERED

Our first party research conducted among HR professionals in our **Insights for Professionals (IFP)** Community reveals the most significant challenges faced by today's tech buyers.

See how these challenges differ between job seniority and specialisms in this easy-to-digest infographic.

AUDIENCE OVERVIEW



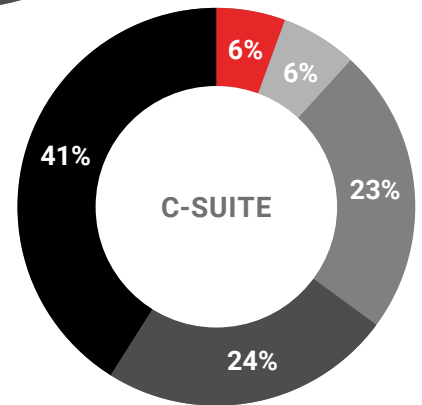
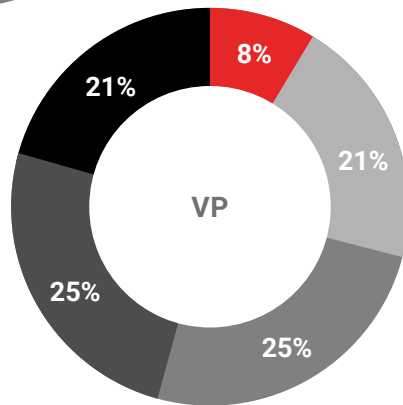
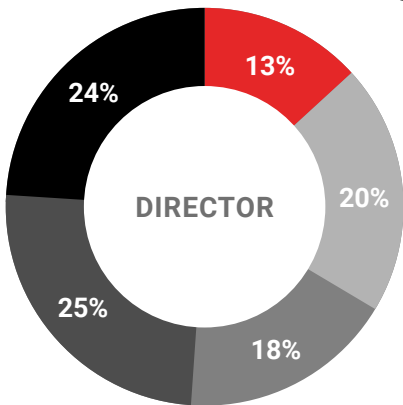
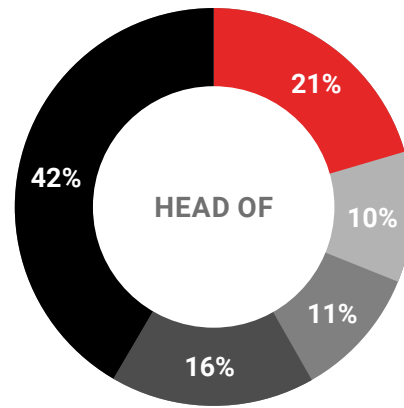
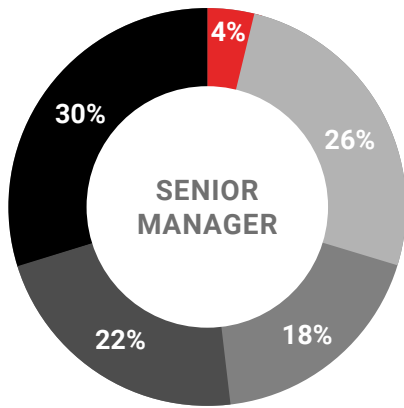
FIELD OF EXPERTISE:
**EMPLOYEE
 ENGAGEMENT**



OBSERVATIONS

HR Management is a key challenge for Heads of (42%) and C-Suite (41%) operating in the field of Employee Engagement but appears less of a concern for VPs (21%) and Directors (24%).

Employee Recognition varies according to seniority with 26% of Senior Managers citing it as a challenge compared to 6% of C-Suite.



- Absence
- Employee Recognition
- Employee Experience
- People Analytics
- HR Management

FIELD OF EXPERTISE:

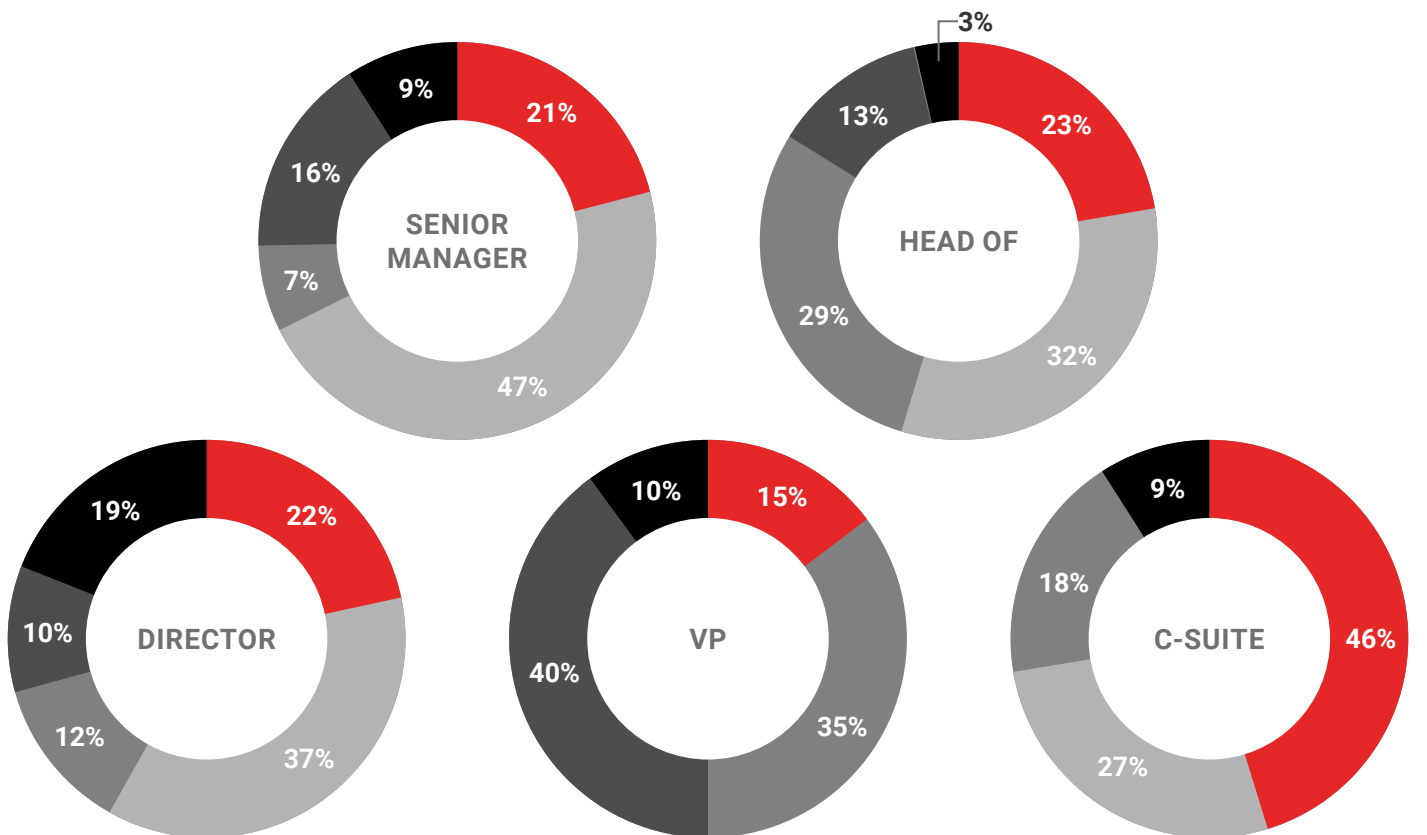
WORKFORCE/HUMAN CAPITAL MANAGEMENT



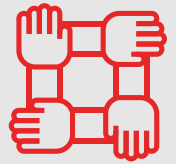
OBSERVATIONS

There lies a large discrepancy between the challenges cited by C-Suite specializing in Workforce/ Human Capital Management and VPs. 40% of VPs identify **Time & Attendance** as a key challenge while for 0% of C-Suite this is not a current area for concern. Instead, 46% cited **Health & Safety** as a prominent pain point.

While **Talent Management** was reported as a challenge by over a quarter of C-Suite (27%), Directors (37%), Heads of (32%) and Senior managers (47%), it was not identified by any VPs.



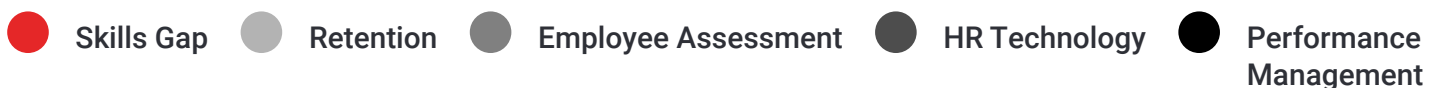
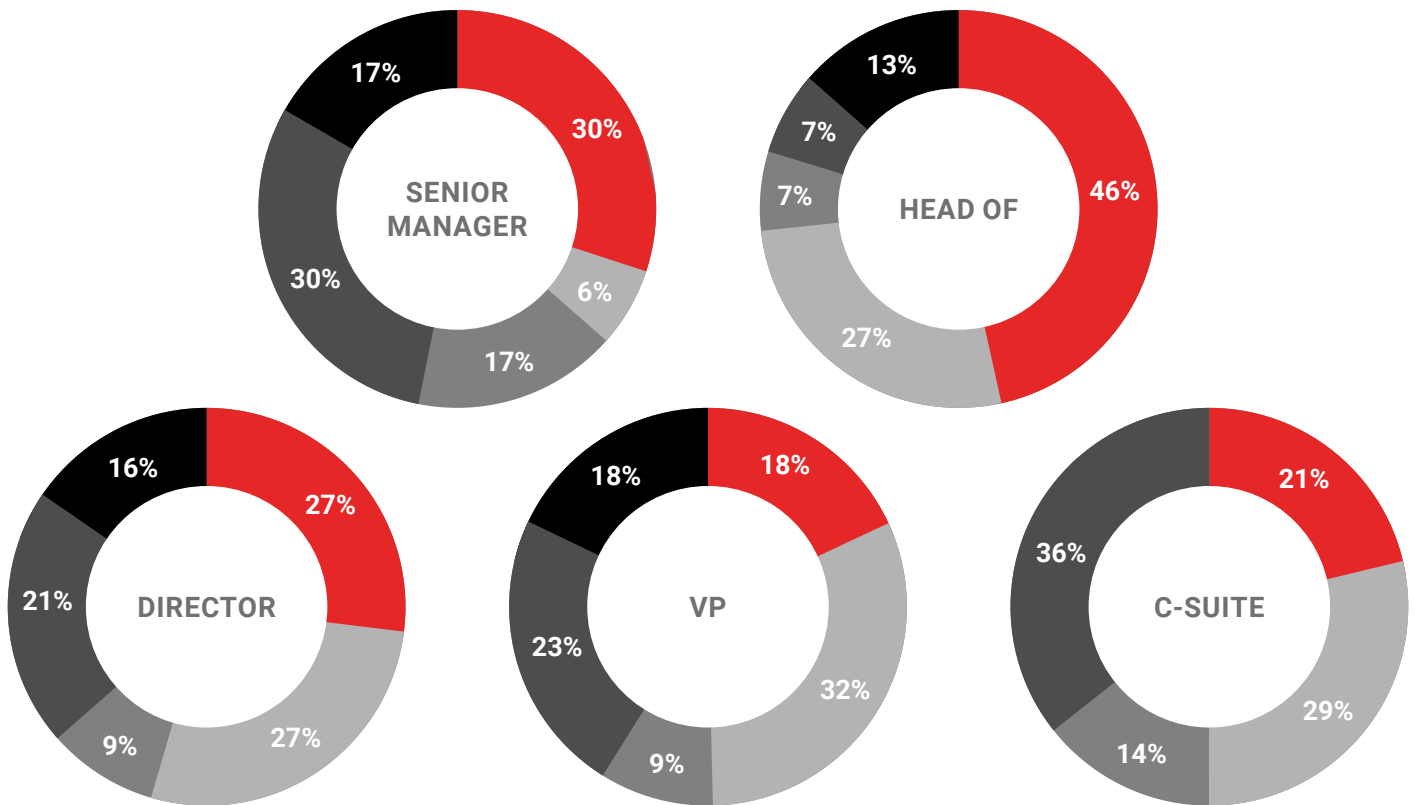
FIELD OF EXPERTISE:
LEARNING AND DEVELOPMENT



OBSERVATIONS

For Senior Managers specializing in L&D, **Retention** is a challenge for just 6% while it is identified by 32% of VPs.

Performance Management forms the biggest challenge for Heads of (46%) while **HR Technology** is the biggest problem for 36% of C-Suite.



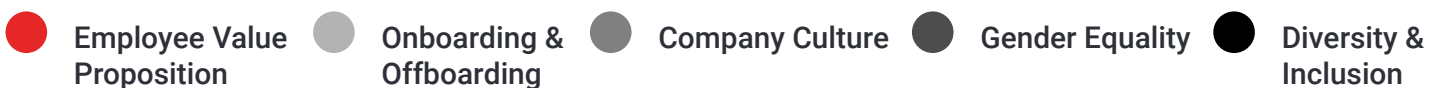
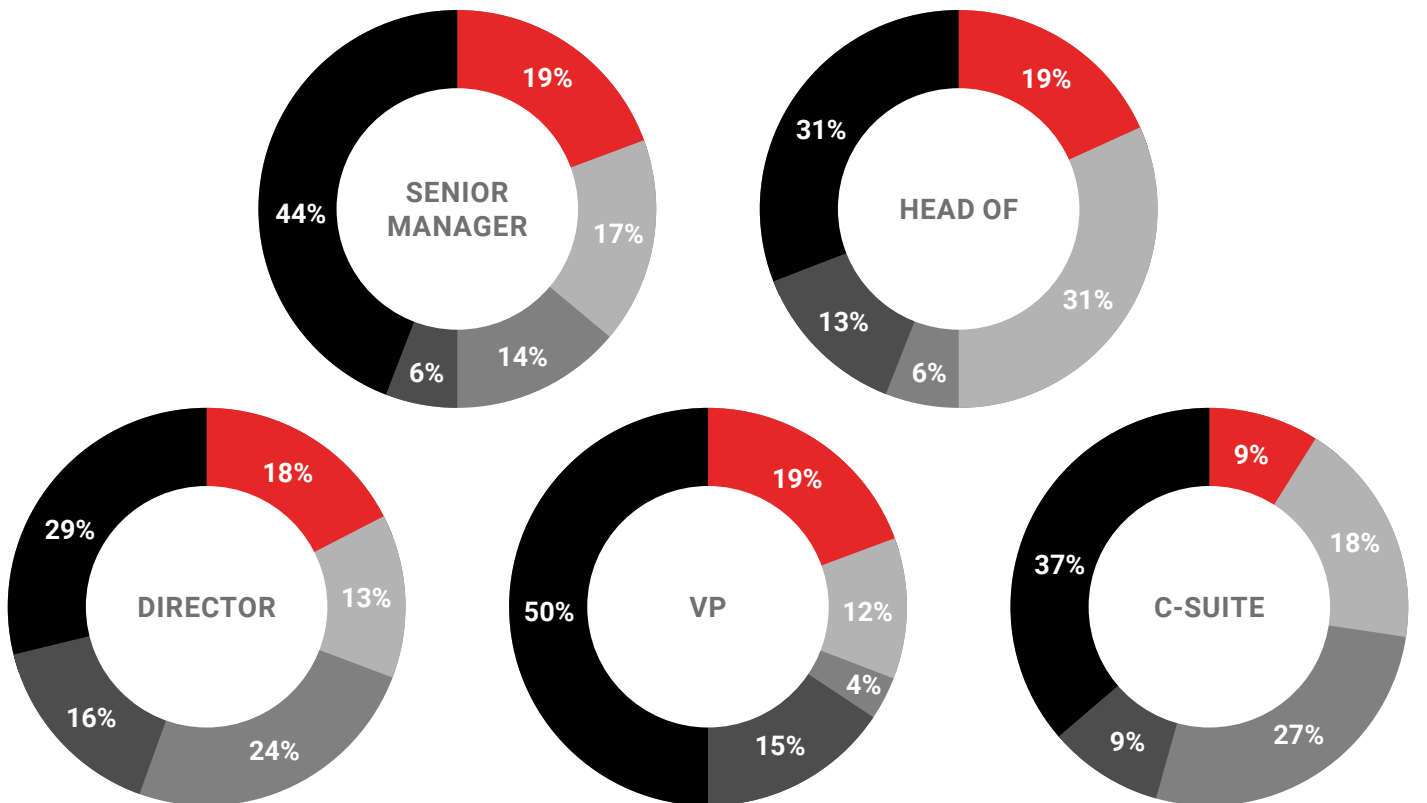
FIELD OF EXPERTISE: RECRUITMENT



OBSERVATIONS

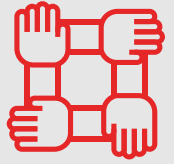
Diversity and Inclusion is a significant challenge for all survey participants specializing in Recruitment. However, 50% of VPs cited it as their greatest challenge.

Gender Equality appears as the least cause for concern with only 6% of Senior Managers reporting it as a major challenge.



FIELD OF EXPERTISE:

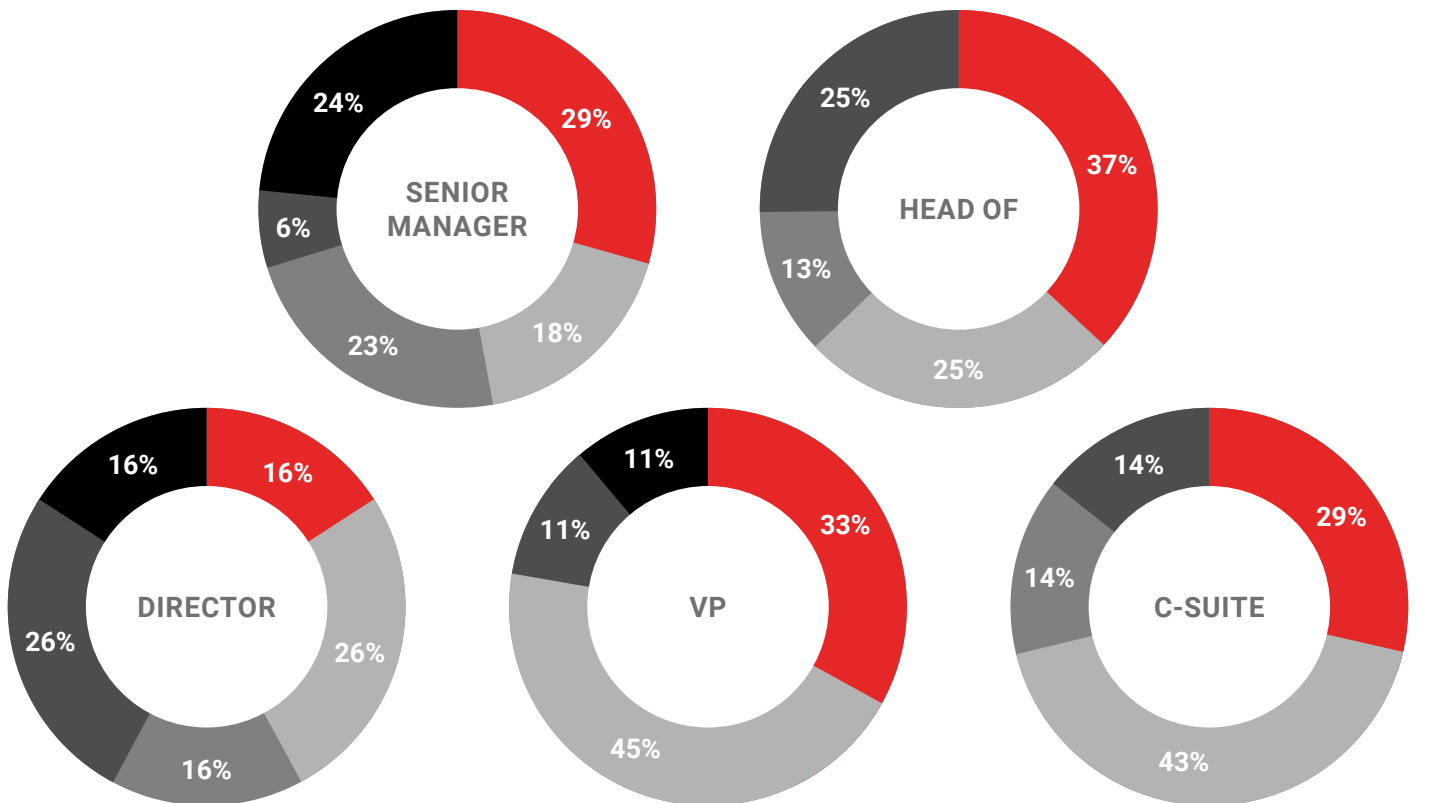
BUSINESS INTELLIGENCE/ERP



OBSERVATIONS

Nearly a quarter of Senior Manager specializing in Business Intelligence identify **Payments** as a significant challenge while it does not feature as a concern for VPs.

Automation appears to be a pain point for all senior job titles including VPs (45%), C-Suite (43%) and Directors (26%).



● Budgeting ● Automation ● Payments ● Reporting ● Invoicing

ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

[REQUEST MEDIA PACK](#)



About Insights for Professionals

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

[VISIT THE IFP WEBSITE](#)