

Agreeable HR

The HR agreement process is finally ready for a digital transformation.

In a world defined by the speed and convenience of digital, on-demand services, HR teams that rely on manual, paper-based processes are losing candidates to competitors and wasting time and money at an alarming rate. But inefficient recruitment and hiring practices are only the beginning.

As a result of excessive bureaucracy and endless stacks of paperwork, sluggish onboarding and poorly executed talent-management experiences are just as likely to encourage existing employees to jump ship. Today's candidates and workers expect efficient processes and personalized, digital experiences from the moment they start interacting with your company to their final exit interview. Delivering on those expectations requires a modern system of agreement.

Make agreements a digital transformation priority.

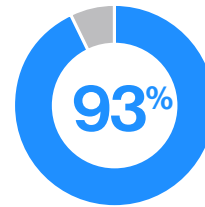
Agreements form the very fabric of an employee/employer relationship. And when they're digitized, both parties benefit. HR professionals no longer have to spend time chasing down managers and employees for missing signatures and re-keying data from paperwork and other back-office systems. Instead, they can put their energy toward what matters most: the employee experience. That includes making the recruiting and hiring processes quicker and more effective and focusing on company culture. When agreements can be done faster with less risk, lower costs, and better experiences for everyone—especially candidates—that's agreeable HR. And it's possible now, thanks to new digital technologies.

Candidates and employees are clear about what needs to change.

Today's workers are more informed, empowered, and digitally connected than ever before. They know what they want from an employer, and it's not paperwork.

They demand digital experiences.

Millennials, who now make up the majority of the workforce,¹ and Gen Z, who have never known a world without the internet, have little patience for inefficient manual processes that exist "because that's the way it's always been done." Attracting the best and brightest from among their ranks is nearly impossible with outdated application systems, delayed response times, and offer letters that candidates must print, wet sign, scan, or fax. In fact, in a Microsoft survey, 93% of millennials said that the latest technology was important to them when choosing an employer.² Companies must reshape the candidate experience in new, digital ways, or risk losing out to tech-savvy competitors.



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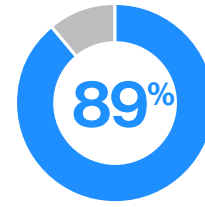
“37% of candidates withdrew their application due to time delays and 27% of HR professionals reported document-related tasks were the cause of a poor candidate or employee experience.”³

NAM CandE Report, 2019

But digital solutions shouldn't stop there. Employees expect all HR-related tasks be done quickly and with ease, whether submitting expense reports and time-off requests online, reviewing candidates for hire in web portals, or choosing benefits online during open enrollment.

They prefer mobile-friendly interactions.

It's not an exaggeration to say that most of us live on our phones these days. So it should come as no surprise that, according to a Glassdoor survey, 89% of job seekers use mobile devices to search and apply for jobs.⁴ HR teams need to be able to send paperwork quickly and securely to prospective employees wherever they are – and on the device of their choosing – to connect with top talent. Once these new workers agree to join the team, they'll expect the seamless, digital experience to continue: Emailing an offer letter that needs to be printed, signed, scanned, and faxed; or handing over stacks of onboarding paperwork to review will hardly leave a good impression.



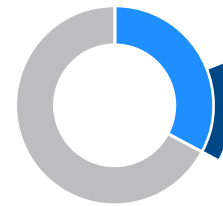
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They expect secure, compliant processes.

Believe it or not, it's not just government agencies that are concerned about security risks. 81% of millennials said they consider security when developing, communicating, and sharing sensitive information at work.⁵ But compliance remains a challenge when HR processes involve multiple, disconnected systems or rely on manual, paper-based workflows. Jamming documents that contain detailed personal information into an overstuffed file cabinet isn't going to cut it.

They care about sustainability.

A growing number of candidates and employees believe that a company's business objectives should include environmental action. But a 2018 Deloitte global survey of millennials suggests that's not happening: 33% of respondents said employers should prioritize sustainability, yet 14% said that the environment was actually a business priority in their organization.⁶ Companies that are needlessly wasting paper on analog processes won't be looked upon favorably.



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They want more flexible work arrangements.

Demanding employees be physically present in the workplace every hour of every work week may have been commonplace in the past. But with the rise of remote work and a growing gig economy, rigid work schedules are falling out of favor. A 2018 report from Zenefits found that 77% of employees consider flexible work arrangements a major consideration when evaluating future job opportunities. In fact, 78% also said that flexible arrangements helped them to be more productive.⁷ It's important to note that effective digital systems are what enable these workers to stay so connected to their teams and on top of their projects. Companies need to re-think the flexibility they're willing to allow employees and the digital tools they're providing to ensure quick, efficient communication, regardless of where workers are located.

It's not you. It's your system of agreement.

Every interaction a prospective or existing employee has with an employer matters, from the application process to benefits enrollment to performance reviews. The digital technologies and automated processes of a modern system of agreement ensure high-quality experiences with less risk and cost.

Modernizing your system of agreement saves a lot more than paper.

Your system of agreement includes all the people, processes, and technologies involved in your entire agreement process – from preparing and signing documents to acting on terms and managing completed agreements. The more digital, automated, and connected you make it, the less time, money, and paper it will consume, which makes everyone – from prospective employees to HR leaders – happier.

With a modern system of agreement, you can significantly reduce, if not eliminate entirely:

- Manual and paper-centric processes
- Bottlenecks and delays
- Errors and misunderstanding
- Frustration, mistrust, and dissatisfaction
- Security and compliance risks

Doing nothing is not an option.

Every organization already has a “system” for getting agreements done. Unfortunately, for most organizations, it's a mess of manual processes and office technologies that involves printing, handwriting, scanning, emailing, and faxing. Every delay, mistake, or frustration raises the likelihood that an employee will feel less valued by their company, which would potentially decrease their level of engagement and ultimately lead to them walking out the door. More so now than ever, competition for top-tier talent is fierce, and you need to do everything in your power to keep workers happy.

Electronic signatures are a good start, but don't stop there.

Employers that already use electronic signature technology are ahead of the curve in streamlining the agreement process. But there are still manual steps before and after the signature that waste too much time, money, paper, and goodwill.

Can digital forms be pre-filled with employee information you already have, or are HR managers required to re-key it? Are approvals and reviews routed manually? When an agreement is signed, does it automatically trigger downstream processes, or do people need to push buttons? Do they sometimes push the wrong buttons? Is there a single, auditable process by which all this happens? For any agreement, can you show that the process was followed? And for that matter, can authorized employees quickly and easily find any completed agreement?

More than 25% of HR leaders spend between 25-50% of their time on document process management.

Salesforce streamlines its global recruitment efforts with DocuSign and Workday.

To keep up with the company's global growth ambitions, the recruiting team at Salesforce kicked paperwork to the curb in favor of digital agreements and eSignature that integrate with the company's existing HR platforms. The results: They can now complete offer letters in one day or less. They've reduced cost per offer letter by 80%, preparing digital agreements for over 7,000 new hires last year.

Five guiding principles for designing a modern system of agreement.

A modern system of agreement can help create a better employee and candidate experience while reducing the strain on HR teams. Focusing your digital transformation efforts on these five principles will put you on a faster path to agreeable HR.

1/ Recruiting Make a great first impression

The stakes are high when it comes to recruiting today. Companies compete to hire from a limited talent pool, and HR teams are often held accountable for the results. At the same time, millennial and Gen Z candidates pay close attention to the recruiting and hiring process at the companies they engage with as one determining factor in their employment decision. That's why HR teams need to ensure the entire recruiting process is a seamless, digital experience, and that includes the offer letter negotiation and signing process.

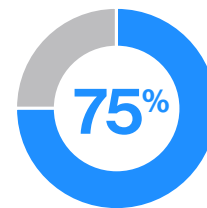
Digital agreements and eSignature ensure a fast, efficient offer letter process without any of the cumbersome printing, signing, and scanning of the past. Candidates should be able to sign an offer letter on their mobile phone, if they want. That level of candidate experience is not only desired, it's expected. For HR teams, the digital experience means less manual tasks for them so they can prepare and send offer letters quickly and focus on strategic work instead of rekeying data.

2/ Onboarding Get employees started on the right foot

Once they join the team, new hires still want reassurance they made the right choice, and HR teams want to ensure new employees' first experience with the company is a great one. But an inefficient onboarding experience with piles of paper forms is not the way to a great first impression.

A modern system of agreement makes it fast and simple to onboard new employees with federal and state tax forms, benefits registration, and employee handbooks.

Not only will digital tools make it easier for employees and HR staff alike to painlessly and securely deal with the document load, but it's also good for the environment – a top concern for millennials who make up the future of the workforce.



75% of job applicants last year never received a response from the employer to which they applied and nearly half of all new hires quit within one year.⁸

3/ Retention Put the employee experience first

Retention and turnover were cited as the top workforce management challenge by HR professionals in a 2018 study by SHRM.⁹ It's what keeps them up at night and has ripple effects into recruiting and onboarding, too.

Providing an amazing employee experience is one of the ways to retain workers, and a piece of that is digital forms for HR. eSignature makes every employee interaction with HR easy, and features like bulk send ensure HR employees don't get bogged down by repetitive manual data entry.

For example, when sending HR policy or benefits updates to employees for signature, DocuSign's Bulk Send feature auto-populates each employee's information from existing data so HR only has to hit send once.

4/ Offboarding Make departures a positive experience

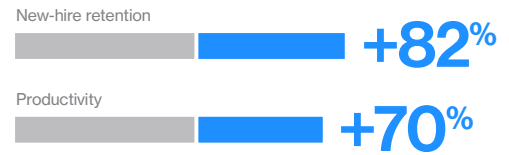
While HR pros clearly don't love turnover, everyone knows it's a reality. Offboarding is a lot of paperwork for HR teams, but it's an important part of the employee experience that reflects on the company and should not be ignored.

But there's no reason to leave employees with a bad taste in their mouths on their way out of the door – or to burden HR staff with manual, error-prone offboarding tasks. Digital agreements simplify the experience for everybody involved, increasing the likelihood that former employees will recommend your company.

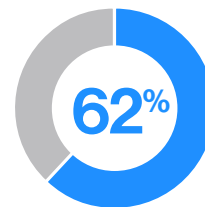
5/ Integrate it all Connected systems are more powerful than the sum of their parts

All of the above processes – from hire to retire – involve forms and data that need to be entered into multiple systems, like recruiting, payroll, benefits, and more. For companies using paper forms or disparate software solutions, HR teams must rekey data, which often results in human errors and is a poor use of the team's time. Most HR executives and managers would much rather their team focus on tasks that drive results – like recruiting.

By integrating agreement technologies with other HR systems – particularly Applicant Tracking Systems and Human Capital Management systems – the days of rekeying data and manually initiating downstream processes can be over. Not only will HR employees be happier (no one likes data entry), but they'll also be able to contribute more time to accomplishing HR's strategic objectives.



Organizations with strong onboarding processes improve new-hire retention by 82% and productivity by more than 70%.¹⁰



62% of HR professionals agree that document management contributes to lost productivity and limits time available for strategic tasks.¹¹

Let's agree to agree.

Employees are more focused than ever on their experiences at work. At the same time, HR teams are under pressure to deliver results – new hires, higher retention, happy employees – and that requires more time doing strategic work. Digital forms and agreements are a big step in the right direction on both fronts.

DocuSign can help your organization modernize your system of agreement and deliver experiences that exceed employee and HR teams' expectations, meet organizational goals, and comply with legal and industry requirements. Learn more about DocuSign by visiting: docusign.com/hr

Notes

- 1 <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>
- 2 http://bizhubsmblogs.azurewebsites.net/wp-content/uploads/2015/11/MSFT_Infographic_Millennials_v3.jpg
- 3 <https://www.thetalentboard.org/cande-awards/cande-research-reports/>
- 4 <https://www.glassdoor.com/blog/9-10-job-seekers-search-jobs-mobile-glassdoor-state-mobile-job-search-survey/>
- 5 http://bizhubsmblogs.azurewebsites.net/wp-content/uploads/2015/11/MSFT_Infographic_Millennials_v3.jpg
- 6 <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-2018-millennial-survey-report.pdf>
- 7 <https://www.zenefits.com/workest/7-big-statistics-about-the-state-of-flexible-work-arrangements/>
- 8 <https://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12%2F31%2F2013&id=pr740&sd=2%2F20%2F2013>
- 9 <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Pages/employee-recognition-2018.aspx>
- 10 <https://b2b-assets.glassdoor.com/the-true-cost-of-a-bad-hire.pdf>
- 11 HR Daily Advisor, "Document Management: Process and Pain Points," February 2019

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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