

# The technology factor

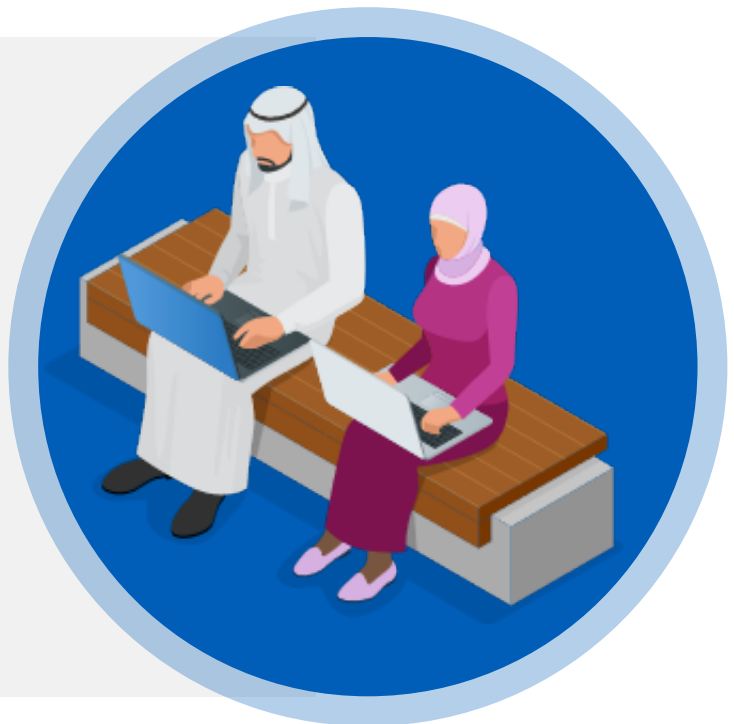
Leading HR organizations (or Pathfinders) embrace advanced technologies to increase productivity among their employees. However, this practice is not widespread, nor does it currently feature highly on the HR agenda. Only 8% of HR leaders cited the deployment of technologies such as AI, machine learning and robotic process automation as important over the next 12-24 months. Conversely, 54% felt that adopting digital technologies to support remote working is a priority.

In order to truly reap the benefits of cutting-edge technology, the right skillset and data is required. However, most organizations have

not reached this point yet on the maturity curve. Merely 15% of HR professionals indicated that applying analytics and data to deliver predictive insights is a top capability, while 4% said the same for robotic process automation (RPA).

Prevailing trends in HR technology include updating learning and development platforms and moving to cloud-based HR information systems. These types of investments will establish a solid foundation for the development of the workforce (upskilling) and the availability of human capital data (data analytics).

The long-term impact of remote working on employee performance is yet to be understood. Most organizations are now seeing productivity return to pre-pandemic levels thanks to the adoption of remote working and re-opening of businesses. However, the question remains: how can organizations stay resilient and enhance employee performance in the New Reality? Those capable of proactively shaping the workforce may be able to unlock opportunities for individual employees, the HR function and their organization as a whole.



# Contact us



## **Marketa Simkova**

Partner

Head of People & Change  
KPMG Lower Gulf

**T:** +971 4 248 975

**E:** [msimkova@kpmg.com](mailto:msimkova@kpmg.com)



## **Gunjan Shroff**

Director

KPMG Lower Gulf

**T:** +971 4 4248 949

**E:** [gshroff1@kpmg.com](mailto:gshroff1@kpmg.com)

[home.kpmg.com](https://home.kpmg.com)



© 2021 KPMG Lower Gulf Limited, licensed in the United Arab Emirates, and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit <https://home.kpmg/ae/en/home/misc/governance.html>.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

Throughout this report, "we", "KPMG", "us" and "our" refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity.

KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm.

Designed by CREATE | CRT133726A