

Tech Summary: Coming to America — European HR tech vendors set their sights on the US market

In the new year, European work tech vendors are setting their sights on the highly coveted the US market. With its vast customer base, openness to innovation and reputation for embracing cutting-edge technologies, the US market presents a golden opportunity for vendors to expand their business horizons. From employee listening to internal mobility to pay equity, these vendors are poised to make a significant impact and carve out their place in the competitive landscape of work tech solutions.

LutherOne looks to disrupt the US employee listening market

As employers look to navigate the changing needs of their employees, LutherOne is on a quest to change how employee listening and performance are done. Unlike HR tools of the past, LutherOne positions itself as a business tool, designed to drive tangible outcomes. And they're set to make their mark in the US market, offering a comprehensive suite of engagement, performance and analytics solutions.

LutherOne's core focus lies in empowering organizations to unlock the full potential of their workforce. By combining the best elements of annual and pulse surveys, LutherOne provides real-time insights and precise recommendations for action. This means that organizations can make data-driven decisions and take immediate action to enhance employee engagement and performance.

One of the standout features of LutherOne is its approach to surveys and feedback. Gone are the days of overwhelming employees with lengthy questionnaires. LutherOne believes in the power of simplicity, asking just six questions per week or sixteen per month, effectively gaining insights into as many as 150 questions, leveraging their unique distribution algorithms and tech capabilities. This streamlined approach ensures that employees can provide valuable input without feeling burdened.

Moreover, LutherOne goes beyond traditional surveys by offering continuous feedback, tips, predictions, thanks and recognition. This creates a culture of open communication and fosters a sense of belonging within the organization. The platform also allows for customized feedback requests based on specific events, ensuring that feedback is timely and relevant.

LutherOne understands the importance of seamless integration within the work ecosystem. With its eight modules, including engagement surveys, continuous feedback, performance management, and more, LutherOne acts as a hub that connects various systems and data sources. This eliminates system fatigue and allows organizations to cross-reference data, such as identifying the competencies that drive high performance.

And LutherOne's mobile-first approach ensures that employees can take part in surveys and access the platform on the go. This is particularly beneficial for industries like food service, retail and manufacturing, where employees may not have constant access to a computer. The return on investment can be as short as two months, thanks to attrition savings achieved through increased engagement and performance.

LutherOne places a strong emphasis on trust and anonymity. All responses are anonymized, and results are only displayed when there are at least three responses in a team or more (subject to configuration), ensuring confidentiality. The platform also offers multiple anonymity features, allowing employees to provide honest feedback without fear of repercussions. This creates a safe space for open and candid communication, fostering a culture of trust within the organization.

With its unique approach to surveys, continuous feedback, and precise predictions and recommendations, LutherOne offers a refreshing perspective on how organizations can drive employee engagement and enhance performance. LutherOne's imminent entry into the US market is sure to make waves, and organizations should keep a close eye on this innovative vendor.

365Talents brings their flexible skills intelligence platform to the states

It's no secret that the capabilities and skills of employees are at the heart of an organization's competitive edge. 365Talents, a European-based talent experience vendor, has emerged as a leader in the skills arena. With a focus on helping organizations identify skills, match them to opportunities and empower employees to take control of their career growth, 365Talents is challenging the way companies approach talent management.

One of the core functionalities of 365Talents is its ability to help organizations identify the skills of their workforce. By leveraging artificial intelligence (AI) and integrations with numerous other HR systems, 365Talents provides a comprehensive view of employees' skills, enabling organizations to make smarter decisions about talent allocation and development. This unique approach allows companies to tap into the full potential of their workforce and ensure that the right skills are matched with the right opportunities.

365Talents aims to empower employees to take control of their own career growth. Through personalized learning recommendations and visual career path exploration, employees can learn what skills are most in demand in their organization and pursue paths that bolster those skills and help connect them with projects, gigs and other opportunities within the organization. This not only enhances employee engagement but also fosters a culture of continuous learning and development.

One of the key differentiators of 365Talents is its tech-powered customer onboarding experience. Unlike traditional onboarding processes that focus solely on tech configuration, 365Talents prepares HR teams for the change to come. By providing a comprehensive AI-enabled onboarding program, HR teams are equipped to embrace the new experience, setting up their company skills and jobs framework quickly. It can take less than 8 weeks to have a live platform rolled-out, with automatic skills and jobs architecture building, and integrations with HR, ATS and learning management systems.

Finally, 365Talents offers both flexibility and the capability to handle complexity, making them well suited for large multinational organizations. With over 50 integrations with various systems such as LMS, LXP and HCM, 365Talents provides a seamless experience for employees, managers, HR and IT teams. Their API-first approach and visual integrations, such as with Microsoft Teams, enhance collaboration and streamline talent management processes.

Having proven themselves as an enterprise leader in Europe with 40 global customers and one million people currently being deployed on the system, 365Talents is now aggressively expanding into the US market. With a growing customer base and a strong lead generation from the US, 365Talents is poised to make a significant impact. Their ideal customer profile includes large brands with high-volume low-skilled labor needs, as well as those with highly specialized hiring requirements. By using their AI-driven platform and expertise, 365Talents aims to help organizations in the US better enable their skills-based journey and empower employees to drive their own career growth.



beqom acquires PayAnalytics to focus in on pay equity

International provider of compensation and performance solutions, beqom, announced their acquisition of pay equity provider, PayAnalytics. Both firms are headquartered in Europe with an existing footprint in North America (including a number of Fortune 100 brands), but this acquisition represents the opportunity for PayAnalytics to provide even better support to the US and Canadian-based multinational firms facing the complexities of local and global pay equity guidelines that are rapidly evolving.

PayAnalytics made a name for itself in Europe with its mission to measure and address pay gaps within organizations. Their approach involves not only identifying the pay gap but also taking proactive steps to close it and ensure it remains closed in the long term.

One of the key offerings of PayAnalytics is their comprehensive pay equity analysis. They utilize advanced analytics to run in-depth analyses on compensation data, providing organizations with a visual comparison of employees' pay and conducting cost scenario analyses to determine the financial implications of closing the wage gap.

Additionally, PayAnalytics offers their Compensation Assistant, a tool that assists organizations in determining appropriate salary levels for new employees by comparing them to external benchmarking data. This ensures that organizations can attract and retain top talent while maintaining fair and equitable compensation practices.

What sets PayAnalytics apart is their ability to assist organizations at any stage of their pay equity journey. They can tailor their analysis based on specific goals, whether it's reducing the pay gap by a certain percentage or working within a designated budget. PayAnalytics also provides actionable recommendations to address pay gaps, taking into consideration factors such as departmental priorities or geographic considerations.

With their recent acquisition by beqom, they are poised to further expand their reach and impact in the compensation management industry, offering a truly global perspective and innovative solutions to organizations worldwide.



What to watch for on the global front

Global expansion is not a new trend, so it's no surprise to see this type of activity. However, as regulations continue to evolve across the globe, greater complexity will begin to force technology vendors to consider how best to compete. Some vendors will be deterred from looking to expand too quickly into markets like North America and instead hone their craft closer to their backyard where they can exercise greater adaptability with shifting regulations. Other vendors will look to supplement their knowledge and capabilities with those of other vendors around the globe to support a global strategy. The other option is to build solutions and teams agile enough to adapt to the changing complexities of the regulatory world. While this last option is the costliest and takes the most effort, it also gives technology vendors the ability to control their own destiny and tap into growth beyond their own borders.

Regardless of the strategy chosen by individual vendors, one thing is clear – increasing global complexity will force HR technology vendors to adapt. Progress in this industry will come from vendors learning from one another, then leveraging those learnings to advance technology one step further, slowly reshaping the entire world of work. So rather than seeing segments of our industry revolutionized overnight, we're more likely to see rapid micro-advancements that add up over time to big shifts.