

UKG Aspire 2025

When Work Works, Everything Works

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The UKG Aspire 2025 conference wrapped in Las Vegas, successfully uniting UKG customers and prospects with industry analysts and a UKG team that has experienced considerable transformation.

Centered on UKG's Workforce Operating Platform, a system designed not just to record and process work but to make work better, UKG is committed to aligning business performance with human experience through accessibility, intelligence, and trust. Because "When Work Works, Everything Works".

[Learn more](#)





Introduction

UKG Aspire 2025 provided the opportunity for UKG customers, prospects and industry analysts to connect and follow the company's evolution from HCM solution to introducing **UKG's Workforce Operating Platform**, designed to unify data, intelligence, and experience across HR, payroll, and workforce management.

Unveiling the new UKG brand underscored a clear message, "When work works, everything works", aligning organizational performance with human outcomes and anchoring its vision in the realities of frontline work.

The pace of innovation was evident, with advances in AI, analytics, and a global platform. Yet, the path from possibility to impact for organizations remained complex. UKG's framework focused on visibility, intelligence, and connection proposed a structure to digital transformation to help leaders move beyond automation towards optimization.





An Aspirational Vision

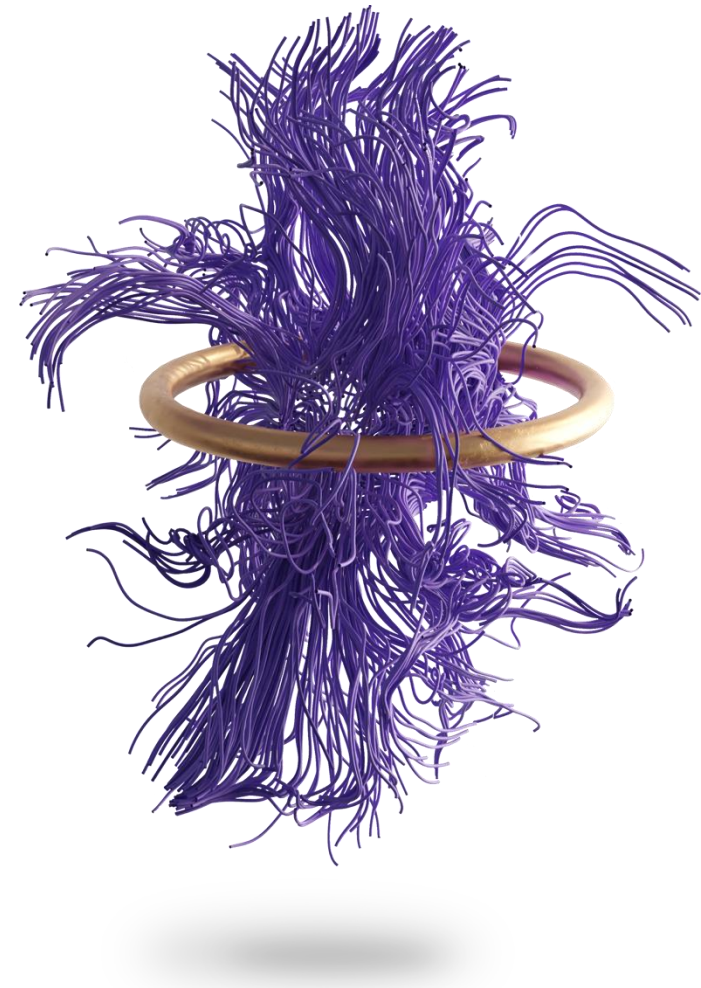
UKG Aspire allowed UKG to welcome new leadership members to **CEO Jennifer Morgan's** executive team. This includes **CPO Suresh Vittal**, **CTO Jim Joudry**, and **CFO Arlen Shenkman**.

In a keynote befitting a true market expert, **Jen Morgan** reiterated UKG's commitment to the frontline workforce. She provided an in-depth analysis of specific industries like manufacturing and retail while introducing the **UKG Workforce Operating Platform**, which seamlessly integrates visibility, intelligence, and connection.

Instead of merely automating workflows, UKG emphasizes the importance of how organizations and their leaders perceive, comprehend, and respond to workforce data in real time. Delivered through **People Fabric** (UKG's unified data layer), **the Workforce Intelligence Hub** brings live analytics and benchmarking into the flow of work to form a system of action by connecting data points across pay, time, schedules and hiring.

UKG's rapid innovation in AI, data architecture, and workforce intelligence positions it as a market leader shaping the future of work with accessible intelligence. But as this innovation accelerates, the **path from possibility to impact** can feel murky. It's one thing to see what's possible; it's another to know where to begin. This is often where even the most progressive companies stall — not due to a lack of ambition, but because the initial steps seem ambiguous.

The urge to “just start” often clashes with the fear of choosing the wrong path. Leaders wonder: Should we start with AI in payroll, workforce analytics, recruiting, or employee experience? There's no one-size-fits-all answer, but the bigger risk is not choosing at all. Successful transformation requires clarity and courage. Organizations that will truly benefit from UKG's ecosystem are those with a clear “first mile,” rooted in readiness, data confidence, and a willingness to learn along the way.





Adoption as an Indicator of Value

Customers like **Marriott International** demonstrated how they have leveraged UKG for over 800,000 associates in 144 counties, building an operating model that allows for shift swapping and enhances schedule control. Similarly, **PepsiCo and Unifi Aviation Services** highlighted how UKG is supporting the frontline experience by simplifying scheduling and pay globally.

With 2,300 customer go-lives in 2025 and a remarkable 92% customer satisfaction rate, UKG continues to mature its customer success model. **Rachel Barger, President of GTM at UKG**, shared a persona-driven industry strategy, not unlike other vendors in the market, but with a clear emphasis on sectors employing a significant number of frontline workers.

Rachel and Bob DelPonte, a UKG veteran and Chief Customer Officer, emphasized the importance of tools that allow teams to recognize usage patterns and functionalities to intervene when engagement drops. The introduction of these tools mark a shift toward adoption as the primary indicator of value realization. In partnership with Pendo, UKG can monitor real-time product engagement to pinpoint customer focus areas, turning data into a predictive model for customer success.





Innovation for Optimization

UKG showcased a shift from the automation of HR processes to a focus on the optimization of the people experience, where it becomes an assumption that automation exists. With automation handled, UKG's approach to innovation centers on **accessibility** and providing every employee visibility into the data that drives **performance, engagement, and trust**.

The **Workforce Intelligence Hub** is a manifestation of that philosophy, combining workforce data, benchmarks, and intelligence to translate insight into action for the frontline workforce.

With that emphasis on workforce optimization, UKG showcased a roadmap that emphasized operational AI to enhance the employee experience in real-time, along with AI-generated insights. Key features included:

- **Dynamic Labor Management** to detect staffing imbalances and support redeployment of labor across locations;
- **Rapid Hire**, a conversational, mobile tool for efficient hiring and onboarding for frontline roles;
- **Project Alto**, conversational AI for frontline workers, streamlining time-off requests, pay estimates, shift discovery, and internal career mobility, complete with skills matching features; and
- **Document Manager and People Assist** to automate compliance processes, policy searches, and HR service delivery.





Our advice

To UKG

You find yourself in a remarkable position where technology, culture, and customer relationships converge around workforce optimization. Now is the time to bring the framework to life and bridge the gap between data and customer experience.

As global expansion continues, keep human-centered values at the forefront. “When work works, everything works” is more than a slogan; this is a guiding philosophy permeating every innovation and interaction. The companies that succeed won’t simply automate workflows, they will be the ones that make intelligence accessible and actionable for every employee.

UKG has consistently demonstrated strength in data, processes, and compliance. The next phase of differentiation should focus on assisting customers in understanding and adopting the tools and technologies within their global organizations.

With your dedication to transparency and the democratization of data, this mindset should inform how you structure your solutions and guide your customers in their application. Illustrate how you are supporting customers on their transformation journey, acknowledging that the pace of technology has likely outstripped the readiness of many organizations.

To HR leaders

UKG has experienced notable transformation in its branding and leadership, and the evolution only served to highlight the visibility of UKG and the solutions they offer. They continue to architect solutions that integrate seamlessly into the workplace while encouraging you to explore the potential of innovative new tools and technologies.

UKG’s core strength lies in supporting organizations with significant frontline employee populations. It excels where complexity meets scale, addressing hourly scheduling, global payroll, compliance, and frontline engagement.

The effectiveness of UKG’s approach to workforce optimization, grounded in People Fabric (the unified data layer), will largely depend on your organization’s readiness to utilize the insights it provides. It’s essential to align your digital transformation goals with both technology and organizational, as well as employee, readiness. Take the time to reflect on how your organization can effectively leverage tools, technology, and data.

UKG can guide your organization toward a future that enhances the human experience, focusing on tools that foster clarity and connection with purpose and intelligence.



2026 advice for every vendor:

1. Operationalize the “agentic” promise.

Move beyond visionary language to tangible, measurable outcomes. Show how AI agents drive cost, capacity, and experience gains in real customer environments. Publish use-case ROI and adoption stories.

Real world is the test for the rest.

2. Double down on integration and interoperability.

Everyone is talking about operating systems, conveniently at the same time HR is rethinking its operating models. For all of this to be real, you (*vendor AND org, looking at both of you*) must seamlessly connect adjacent ecosystems (think ERP, HCM, CRM, and frontline tech). Open APIs and orchestration are key to credibility and stickiness.

No silos, no stalls. Everything works when everything talks.

3. Lead with human-AI collaboration and trust.

Embed explainability, transparency, and worker empowerment into every AI feature. Make “people-first AI” a governance framework, not just a tagline. Own the ethical and human narrative of automation at work.

Human-first isn't a motto. It's the moat.

