WHAT'S IN THIS EBOOK?

Using the search data from our site, selectsoftwarereviews.com, we made what we think are reasonably-accurate predictions for HR Tech in 2021:

1. Virtual hiring will continue to be a priority.
2. Remote work and virtual hiring tools will see a spike relative to Q4 2020.
3. Employee experience software will see more demand.
4. AI & Automation will continue to add value across the employee lifecycle.
5. Diversity hiring will continue to be a high priority for most organizations.
6. People analytics tools will see a wider usage.

Read on to get a more detailed look at these predictions and what they're based on...
VIRTUAL HIRING

Of course, it comes as little surprise that virtual and remote hiring continue to be priorities for many companies. We saw a massive spike in the number of searches for virtual hiring tools on our site in March 2020, with video interviewing tech’s demand increasing 524% in one week alone!

The immediate need to hire when you can’t meet in person meant a massive rush to adopt these solutions while the rest of HR Tech was mostly put on hold.

However, since this initial spike, we’ve seen the demand for these tools subsiding (while still holding far above historical norms).
VIRTUAL HIRING TREND LINE

With the above said, we actually think there will be a rise in virtual hiring in 2021 relative to Q4 2020 levels. Many companies are realizing that remote is here to stay either due to circumstance or competitive advantage. Look for new remote hiring tech innovation this year, along with even more broad adoption of video interview platforms, virtual career fair offerings, etc.
Employee experience technology includes EAPs, employee recognition and rewards, employee engagement software and really anything else that helps build culture and engage employees.

Just like almost any other HR Tech niche, we saw demand for these tools fall off a cliff in March/April/May last year as companies scrambled to understand how to put out the new fires that COVID started in their organizations.
As the smoke started to clear, it became apparent that 2020 in general was causing massive mental health issues amongst employees, not to mention the need to build new culture mechanisms in a remote work world.

We saw a resurgence in this tech during the Summer which was super charged in Q4 2020, and shows no signs of slowing down! During yet another unpredictable year, it will be important for People teams to focus on the employee experience more than ever.
With the above said, we actually think there will be a rise in virtual hiring in 2021 relative to Q4 2020 levels. Many companies are realizing that remote is here to stay either due to circumstance or competitive advantage. Look for new remote hiring tech innovation this year, along with even more broad adoption of video interview platforms, virtual career fair offerings, etc.

Companies want to do more with less, and automation is making it a reality. AI is also allowing people teams to check the box on some of the most basic blocking and tackling so that the strategic HR work can take up a bigger slice of time.
DIVERSITY HIRING

Diversity has become perhaps the most important priority across the TA/HR teams we talk to regularly and there’s little doubt that it will continue to be a high priority for most organizations in 2021.

You can even see vendors peeling off modules and use cases specifically designed for diversity hiring or to fix leaky buckets.
People Analytics

People analytics has been something we’ve been nerding out on for a while. No, it’s not a higher priority for the majority of HR teams. But, for the top decile that we really look up to, they are all hands on deck to figure out how to use data in more robust ways this year through tools like Visier, customized vendor dashboards, or by hiring data specialists.
ABOUT SELECTSOFTWARE

Buying B2B software is hard. We make it easy by finding the best vendors for a given category, highlighting their strengths and weaknesses, and giving you the advice you need to make the right decision.

Our research is free, unbiased, and based on the opinions of hundreds of industry experts and practitioners.

We save HR and TA teams time through unbiased, expert research that relies heavily on the expertise of forward thinking People people.

We’ll give you the advice you need to make the right decision in the short term, and keep you up to date on the various trends in HR and talent acquisition tools as they evolve.

In addition to the best vendors in each space, we’ll tell you how to manage internal stakeholders, build an ROI model, and avoid common pitfalls other HR leaders have run into.
ADDITIONAL RESOURCES
YOU MAY LIKE

How to Get the Best Possible Pricing in HR Tech

Here’s another free ebook, this one with tips and tricks from select HR experts on how to negotiate the best possible price and save up to 60% when purchasing a new addition to your tech stack.

Read More

How to Buy HR Software – A Step by Step Guide Complete with Best Practices

This is a comprehensive list of the best tactics you need throughout each step of the process of buying HR Tech. Spruced up with a couple of videos, this guide will walk you from writing the business case all the way to negotiating a contract.

Read More
How to Get Buy-In for Your Next HR Tech Purchase: the HR Tech Roadshow

For those interested in assembling a stellar negotiation team, this is a bulletproof playbook for securing internal support when buying new HR and TA software. In a nutshell, it's a guide to creating a roadshow to win over each key stakeholder.

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HR and Recruiting Software Categories

We've spent over 7,000 hours researching the HR Tech ecosystem to come up with the vendor landscapes you'll find here. They are mostly organized by the employee lifecycle starting with the top of the recruiting funnel.

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