



HR Technology & Services

Experience-Led HR Transformation Services

Report Abstract

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NelsonHall

72 pages

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Who is This Market Analysis For?

NelsonHall's Experience-Led HR Transformation Services report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Experience-Led HR Transformation Services market
- Vendor marketing, sales and business managers developing strategies to target Experience-Led HR Transformation Services opportunities
- Financial analysts and investors specializing in the Experience-Led HR Transformation Services market.

Key Findings & Highlights

HR Transformation initiatives continue to enhance experiences whilst driving out inefficiencies, supported by technological investments in GenAI and AI. HR functions are under pressure to deliver ongoing savings whilst facing skills shortages, aging populations, lower workforce participation rates, cost pressures, as well as regulatory and productivity challenges, all of which are drivers for transformational change. The broad HR environment is also experiencing increased legislation with greater focus on AI governance, pay equity, and pay transparency. In this context, securing employee trust and building high levels of employee retention is seen as vital to underpin strong workforce capability, as such, buyers look to better engage employees and offer richer experiences that uplift employee value propositions and build loyalty.

Overall satisfaction with HR transformation services is very high among buyers, although there is an opportunity to invest further in the employee experience offerings. GenAI readiness activity across HR services has been one of the areas of greatest investment. However, evidence of GenAI adoption across buyers remains nascent (as at the time of this publication). The market is poised for change with a high momentum of change expected over 2025 as GenAI continues to develop. Significant efficiency gains offered by readily accessible knowledge and communication support offers significant transformational opportunities in the speed, agility, transparency, and personalization of HR communication. Some buyers cite delays while they await internal approvals and the creation of AI governance bodies.

Scope of the Report

The report analyzes the worldwide market for Experience-Led HR Transformation Services and addresses the following questions:

- What is the market size and projected growth by geography?
- What is the profile of activity in the Experience-Led HR Transformation Services market by industry sector?
- What are the top drivers for adoption of Experience-Led HR Transformation Services?
- What are the benefits currently achieved by users of Experience-Led HR Transformation Services?
- What factors are inhibiting user adoption of Experience-Led HR Transformation Services?
- What pricing mechanisms are typically used within Experience-Led HR Transformation Services and how is this changing?
- Who are the leading Experience-Led HR Transformation Services vendors globally and by geography?
- What combination of services is typically provided within Experience-Led HR Transformation Services contracts and what new services are being added?
- What is the current pattern of delivery location used for Experience-Led HR Transformation Services and how is this changing?
- What are the challenges and success factors within Experience-Led HR Transformation Services?

Experience-Led HR Transformation Services Vendor Assessments Available for:

Capgemini

Conduent

HR Path

Infosys

SD Worx

Strada

TCS

Zalaris.

About The Author

Liz is NelsonHall's HR & Talent Transformation Research Director, with global responsibility for HR research and client support.

Her focus areas are payroll transformation and broader HR transformation, including multi-process HR services and technologies.

Liz leads the HR team in providing the most comprehensive and in-depth coverage of HR & Talent Transformation markets in the world, and is a leading voice on how HR and Talent can be reimagined globally, blending the human touch with automation and AI, revolutionizing experiences, and offering new ways of working to drive improved outcomes both at an enterprise and individual level.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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