



Unum Market View

HR technology and benefits data integration

Introduction

According to our Q2 Employer Pulse Survey, benefits data integration and HR technology top the list of HR priorities. While tools powered by artificial intelligence dominate headlines, integrated technology is crucial now for organizations seeking to optimize their processes and stay competitive. In fact, data integration is the number one technology priority for organizations — and the top area prioritized for investment. Even above AI. The data from employers highlight the need for technology solutions that help improve employee satisfaction and HR administration, while preserving “the human touch.”



93% of employers agree integrating HR and benefits data is important.

Making a difference with integrated benefits data

On an organizational level, integrated benefits data drives streamlined processes while boosting visibility and alignment. Meanwhile, on a workflow level, integration can eliminate silos, reduce errors and unlock productivity. And these impacts are supported by the data: satisfaction with benefit program performance is significantly higher for those who report more complete data integration.

Moving forward

In the next 1-2 years, data integration is the area of benefits tech most targeted for investment.



38% of employers plan to invest more in data integration, more than any other benefit technology.

Bottom line? In a world ruled by data, organizations that prioritize benefits data integration and HR technology will have a meaningful competitive advantage. Let's dig into the stats.

Key insights:

Methodology

The 2024 Employer Pulse survey runs quarterly, exploring different topics around employee benefits and workforce solutions. A subset of questions related to benefit offerings, leave management and general HR issues are asked each quarter to track evolving trends.

Respondent qualifying criteria

All survey respondents are involved in employee benefits decision-making or administration at U.S.-based organizations and represent companies in various industries and of various sizes. Survey quotas are set to ensure adequate representation within four size categories, to allow for analysis and comparison between these sub-groups.



Conducted online from
April 10–19, 2024.



406 employers
were surveyed.



INSIGHT 1

Technology is at the heart of today's HR priorities

Tech solutions top the list of employer concerns, as adoption grows and companies set clear plans for future investments.

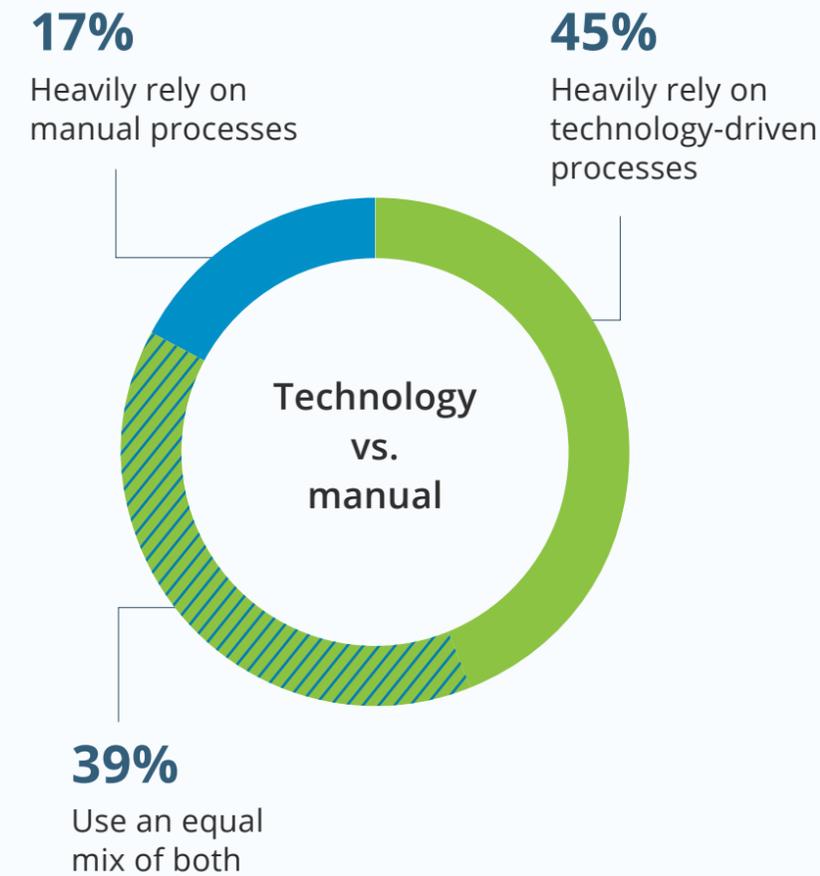
Employers most often cite technology-driven themes as their top priorities

When asked to rank their top three HR priorities, organizations included:

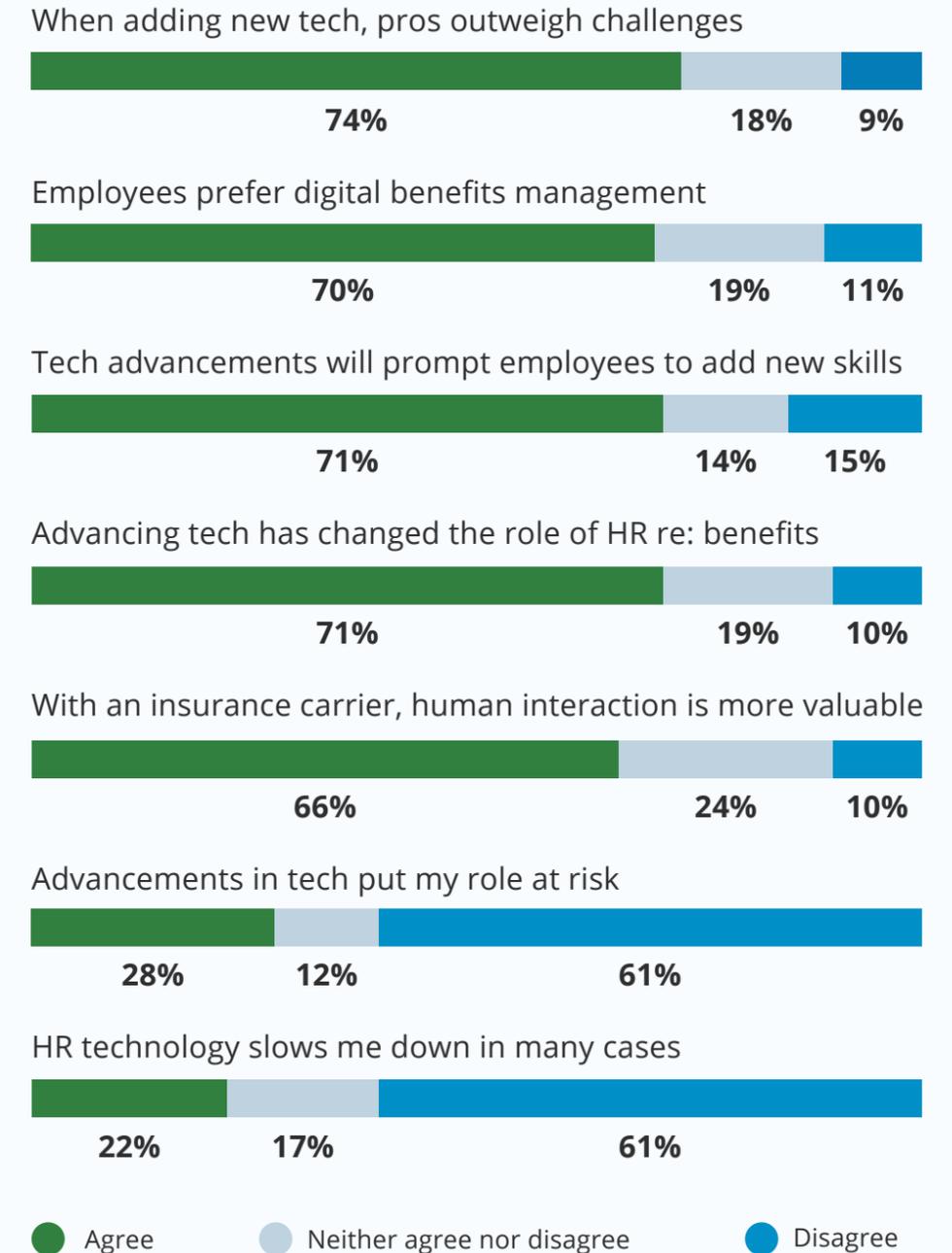


Most companies rely on at least some technology to perform HR tasks and comfort continues to grow

These days, most companies rely on technology to accomplish HR tasks.



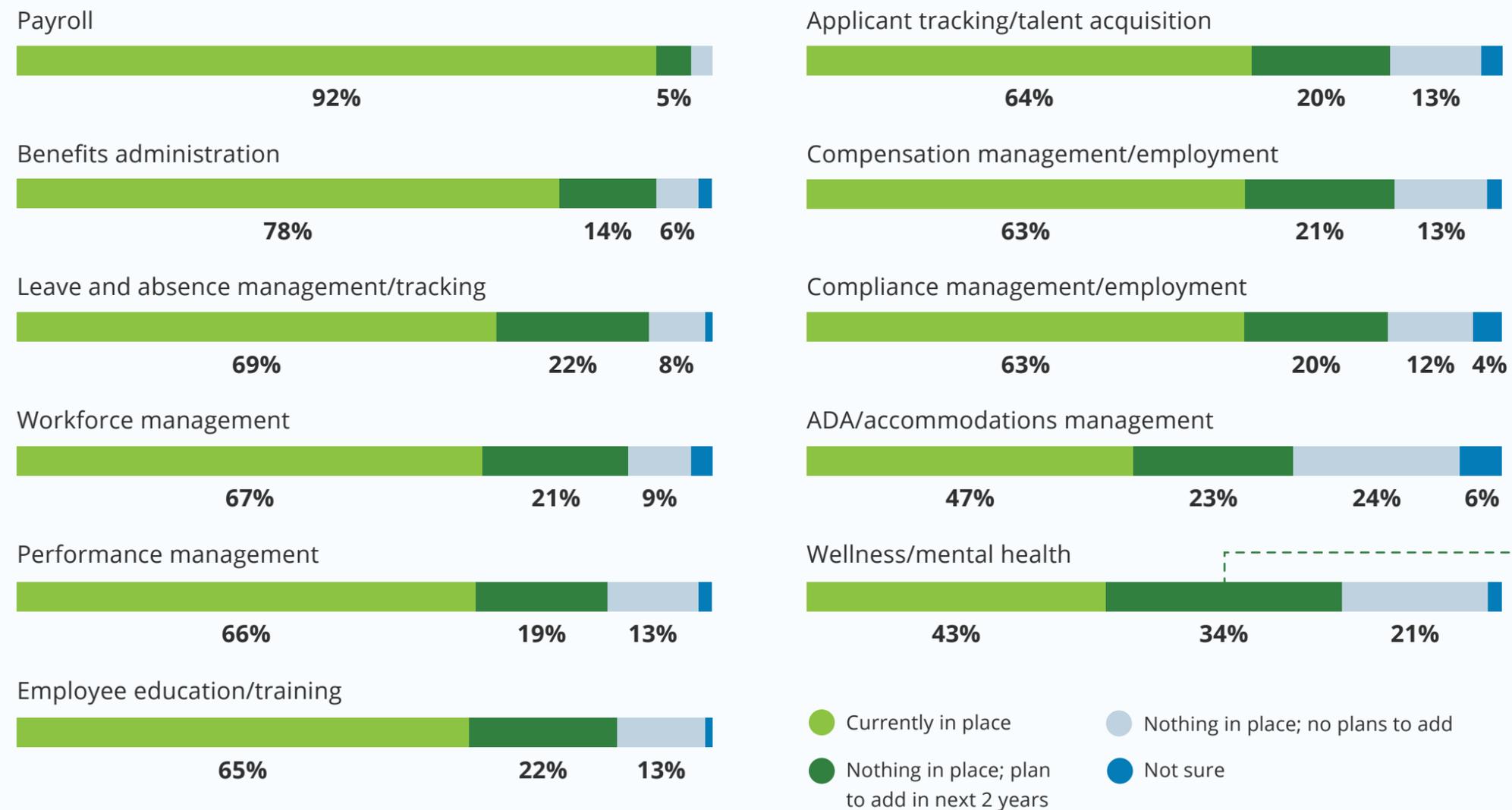
With the ongoing adoption of HR technology, fewer cite problems and more see it as the norm.



● Agree ● Neither agree nor disagree ● Disagree

Employers have technology deployed across many HR functions, but further expansion is still on the horizon

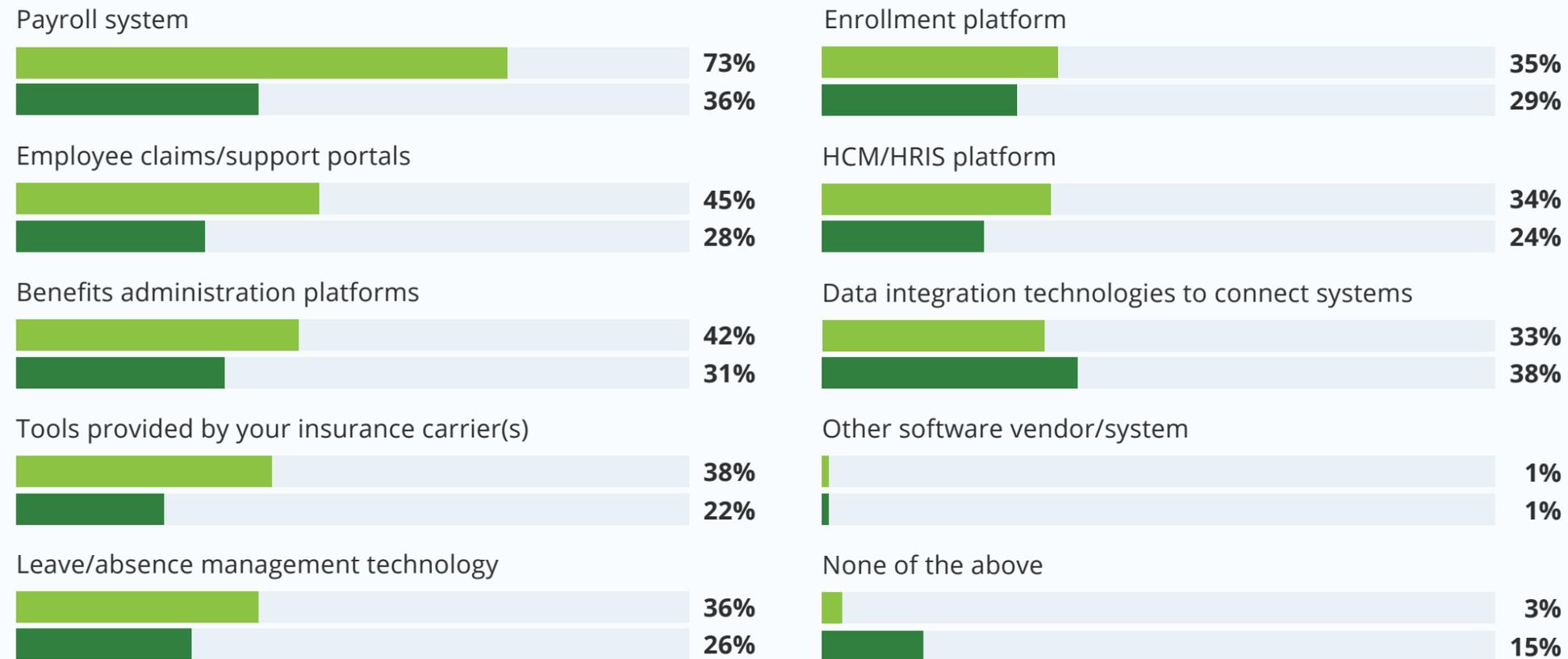
Use of technology for HR tasks:



34%
of employers plan to add mental health and wellness technology solutions in the next 1-2 years.

When it comes to managing benefits, employers utilize a broad mix of technology platforms

Technologies currently used to manage benefits and plans to increase:



● Currently use
● Plan to increase in next 1-2 years


 More employers plan to increase their investment in data integration in the next 2 years than any other technology.

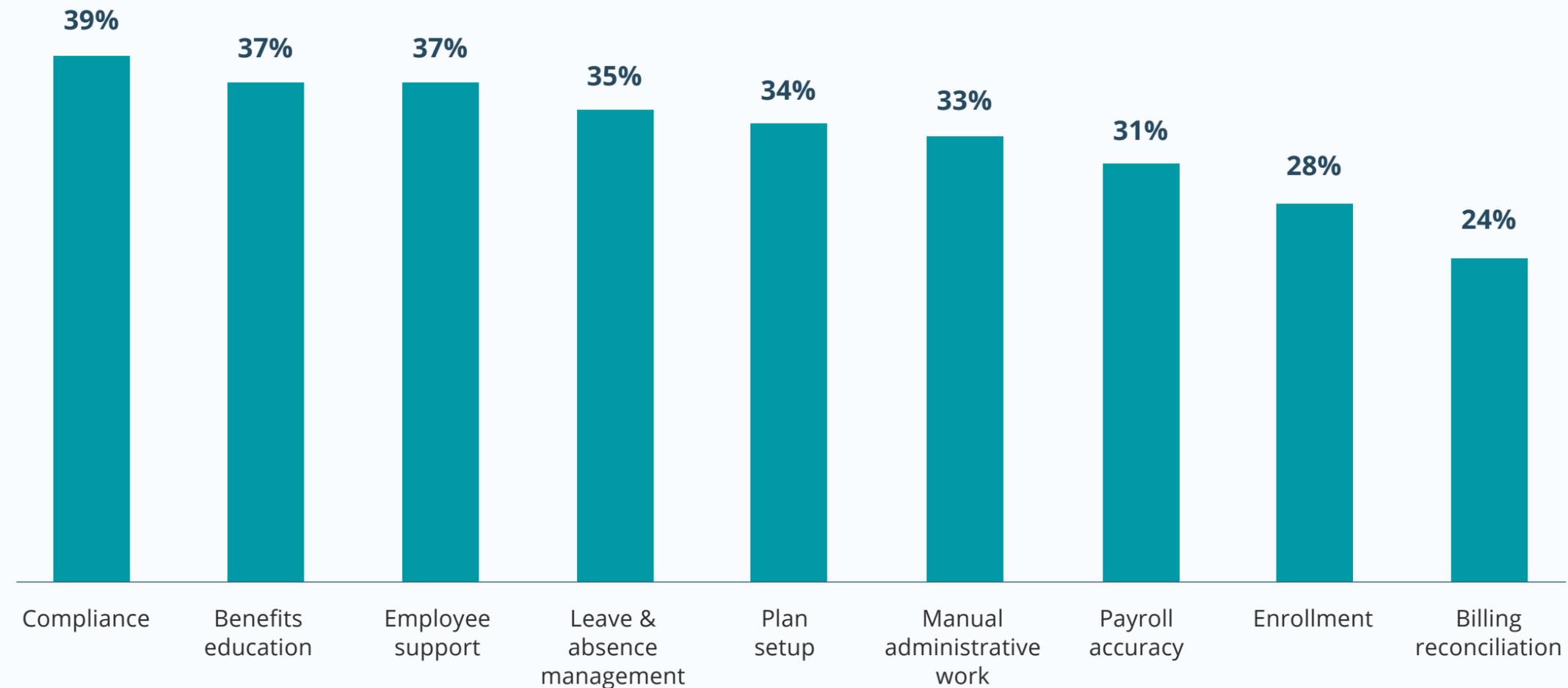
INSIGHT 2

Benefit challenges are broad and satisfaction levels even

No one area stands out as employers balance employee support and organizational needs.

When identifying the most challenging areas of benefits, employer responses are fairly evenly distributed

Employers identifying benefit area as one of their top three most challenging:



Employee support, payroll accuracy, manual work and compliance lead the list of individually top ranked challenges.

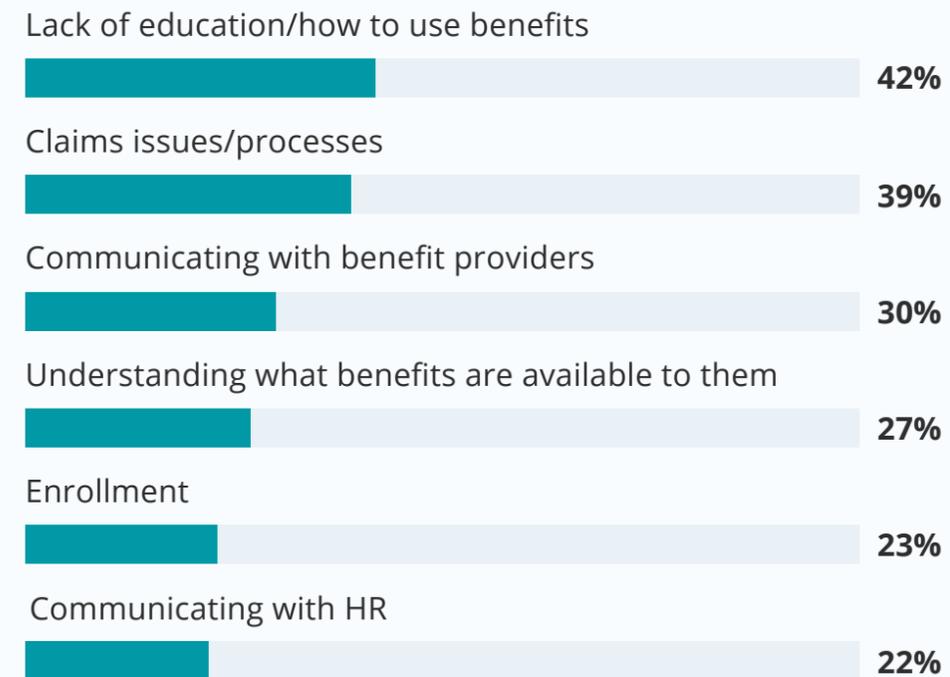
Where does HR spend its time on benefits?

Most time-consuming benefits administration tasks:



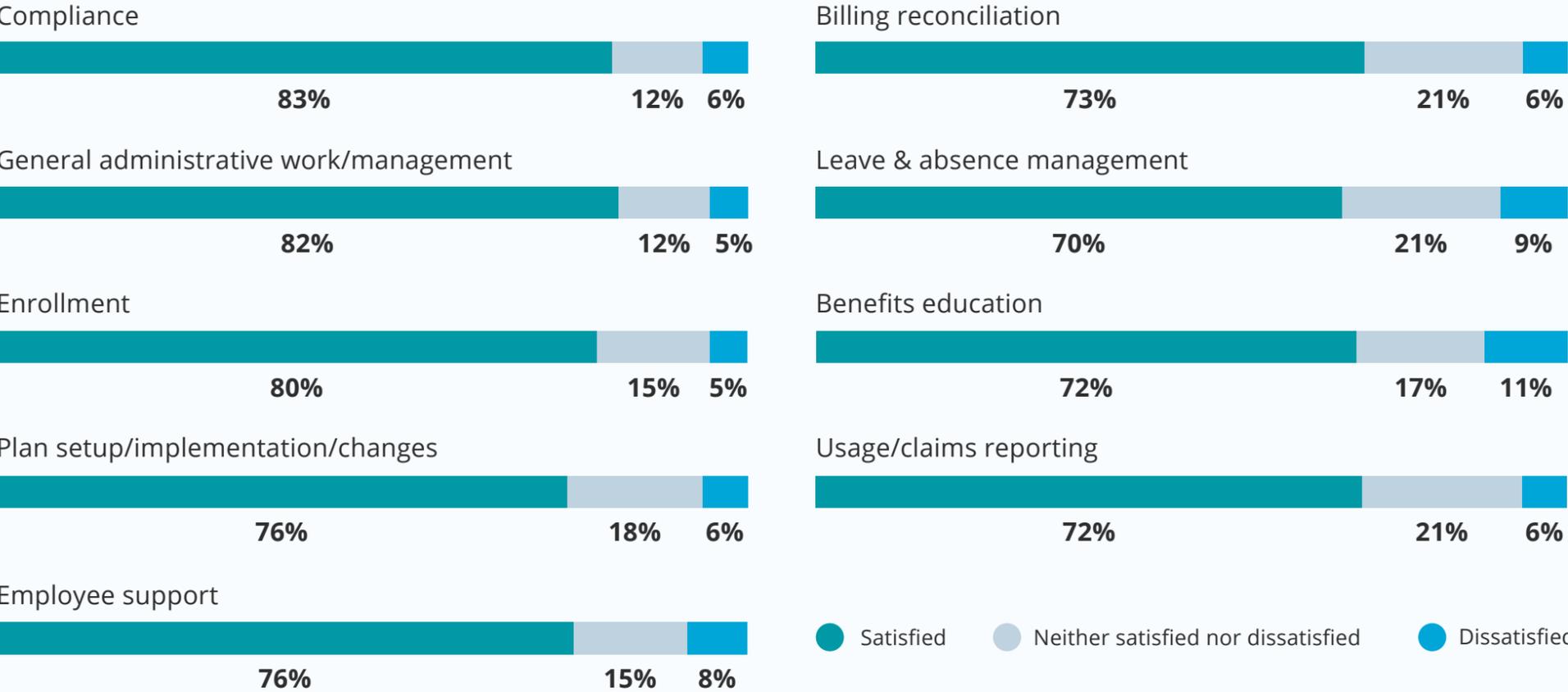
What are employees' top benefits challenges?

Where employees run into issues:



Employers are relatively satisfied with their benefit program's performance

Satisfaction with aspects of organization's performance on benefits administration:

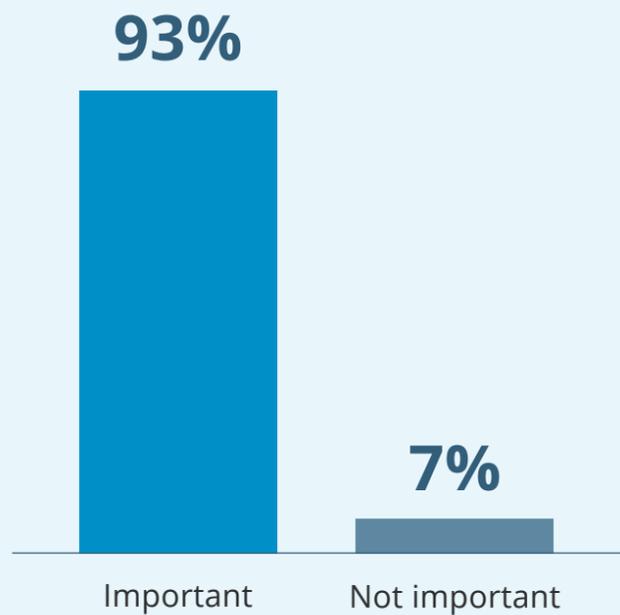


INSIGHT 3

The importance of benefits data integration is clear

In a fragmented technology landscape, connecting platforms is increasingly critical to success.

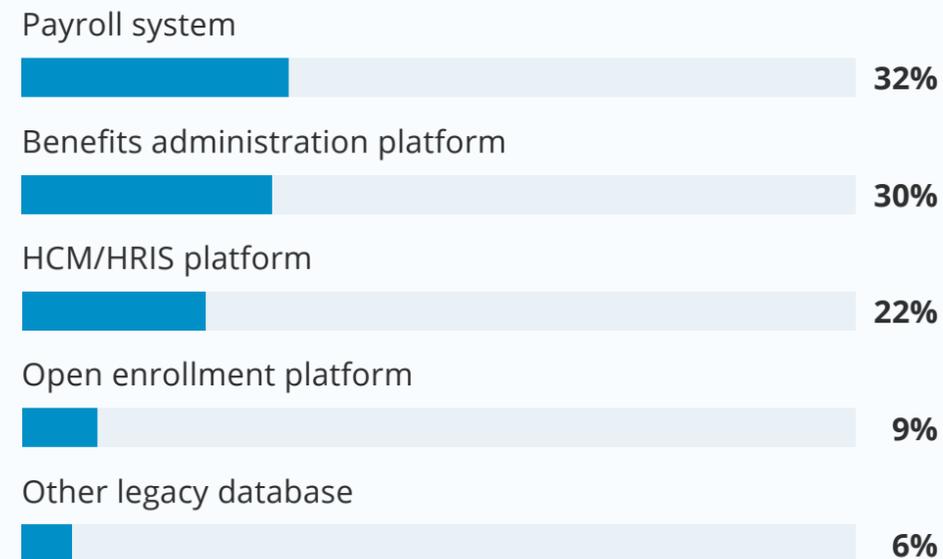
When asked how important integrating HR and benefits data is to success, the answer is clear



The benefits data landscape is fragmented

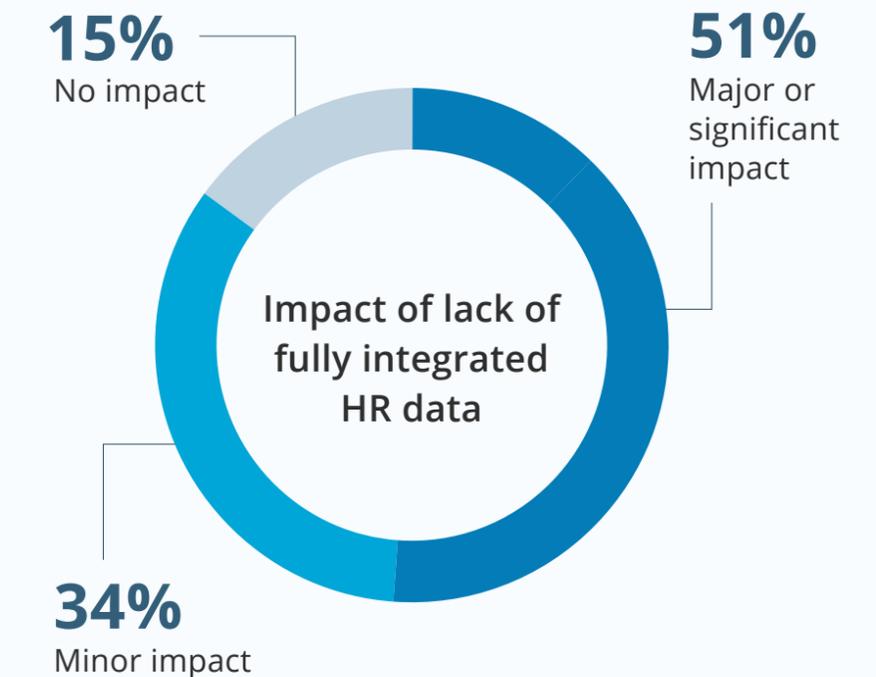
Employers cite a range of platforms as their system of record for employee benefits data, with no one system being a clear leader.

Employee benefits data system of record:



Employers cite the lack of integration as a major challenge

Companies with greater than 500 employees especially agree that lack of integration has an impact on their organization.



Employers see integration helping across the board

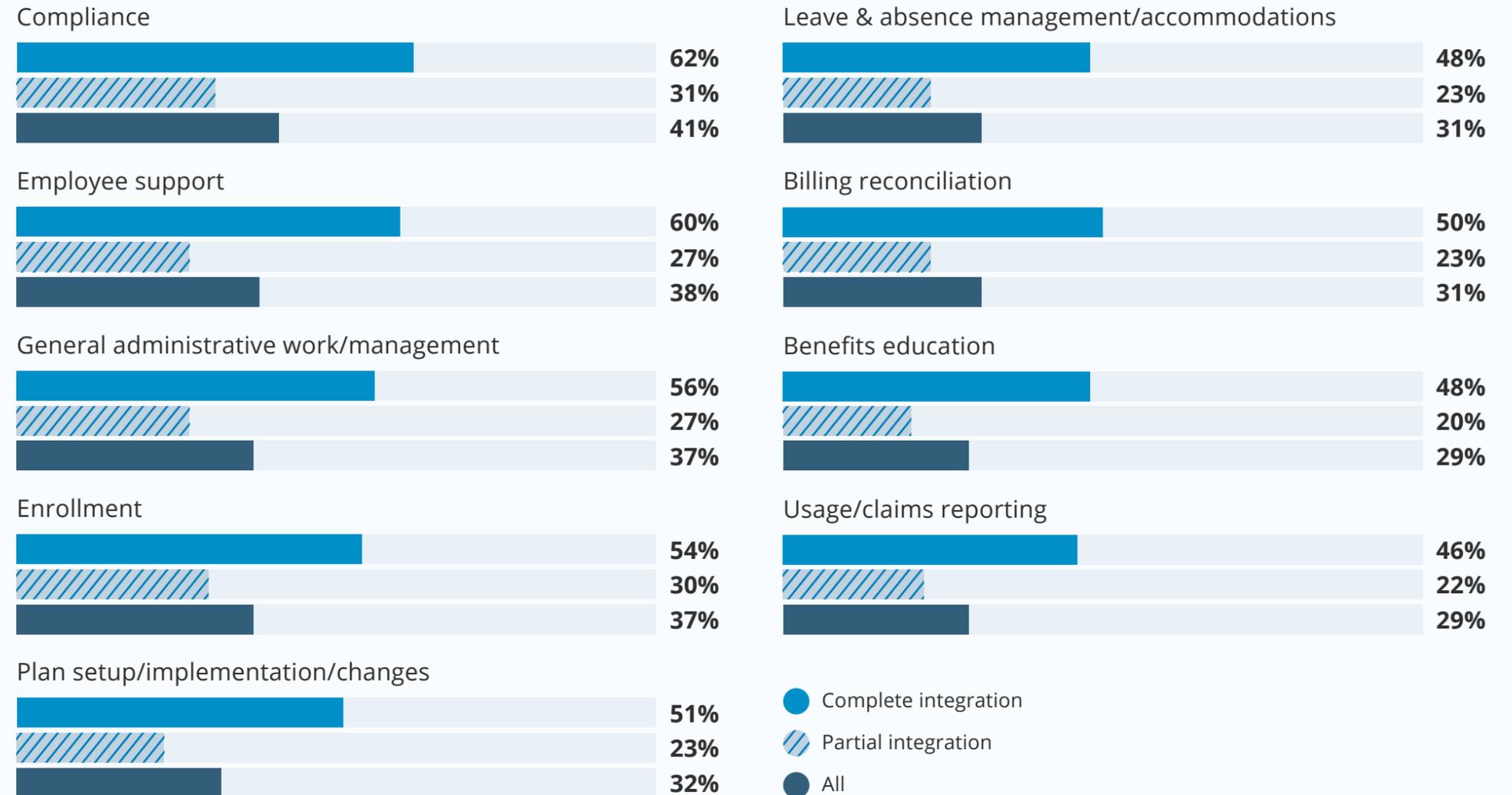
When citing the potential benefits of data integration, employers look to efficiencies across the benefits process.

Most appealing benefits of data integration:



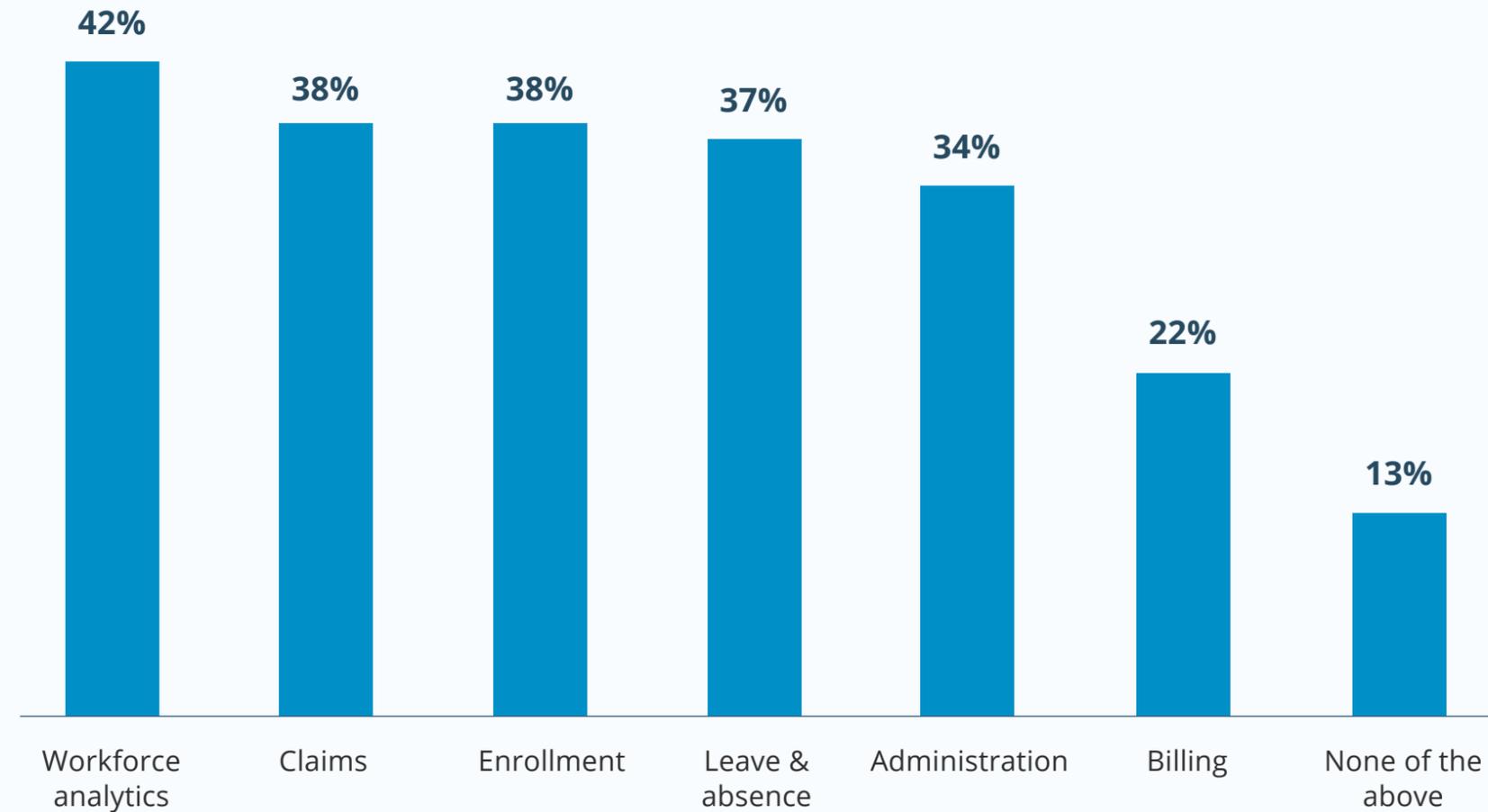
Employers who report more complete benefit data integrations cite significantly higher satisfaction with the performance of their benefits program

% very satisfied with organization's performance in each area:



Given its importance and impact, it's not surprising that integration is clearly identified as an area for further investment

Areas planned to invest more in for data integration:



87%
of employers plan to invest more in data integration in some way.

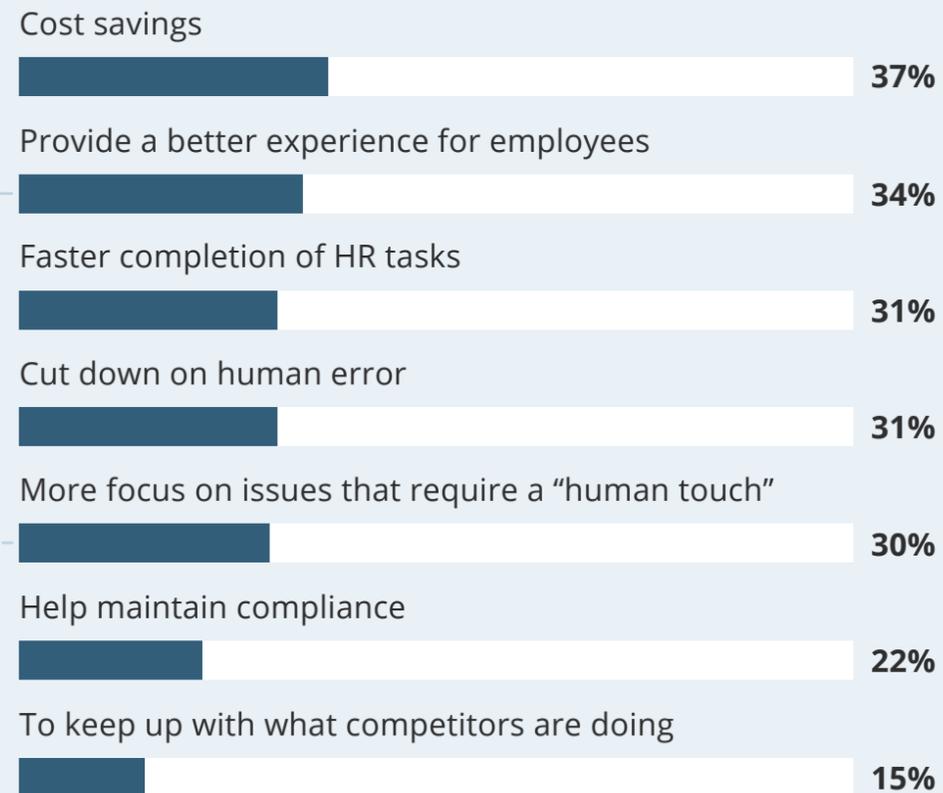
INSIGHT 4

Technology is important, but human connection can't be overstated

It comes down to the right combination of platforms and people.

Employers report investing in technology to help serve a balance of employee and employer needs

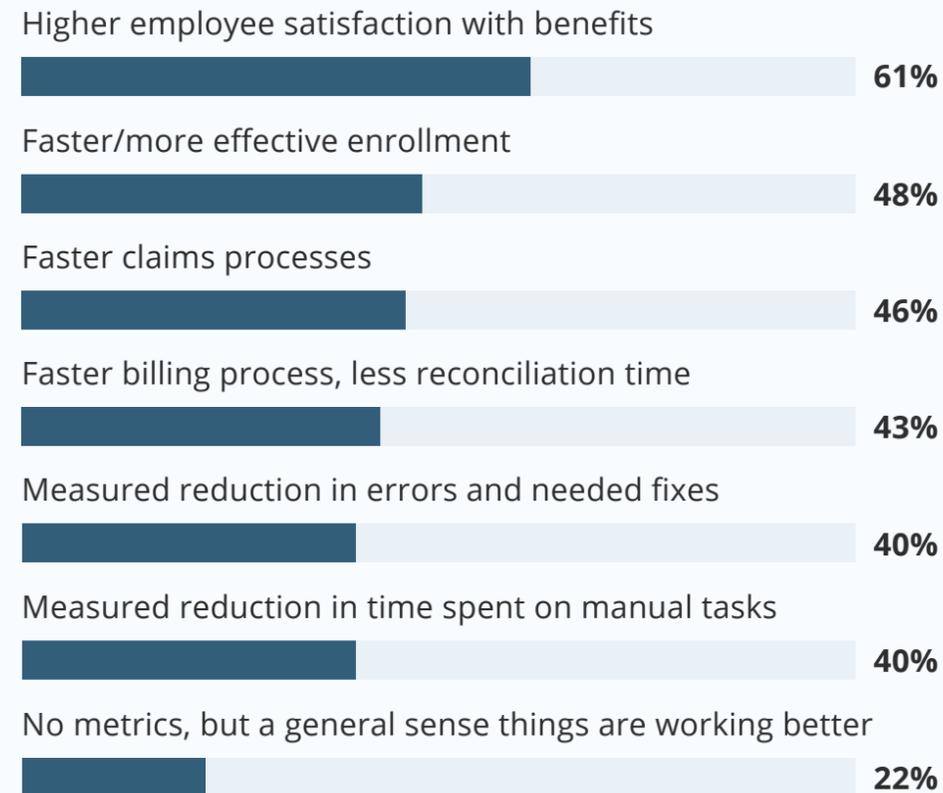
Top reasons to invest in HR technology:



While efficiency is critical, tech is also expected to deliver better human outcomes.

Even when evaluating integrations, human outcomes still lead the way as ultimate measure of success

How success of integrated data with HR system is measured:



66%

of employers agree that when interacting with an insurance carrier in managing their employee benefits, human interaction is more valuable than technology.

BOTTOM LINE

It's all about speed, satisfaction and "human touch"

The evolving landscape of HR technology underscores a critical balance between seamless automation and more empathetic human interactions. With 93% of employers highlighting the necessity of integrating employee benefits data, it's clear that technology is not just a tool but a pivotal element in enhancing HR operations. Additionally, despite some adoption challenges, the commitment to invest in new platforms remains strong, particularly in areas surrounding wellness and mental health. This reflects a broader trend toward fostering employee satisfaction through advanced technology that elevates human-to-human relationships in the workplace.



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FIRMOGRAPHICS

Company Size (U.S. Employees on Payroll)	Q2 (n=406)
25-49	12%
50-99	13%
100-249	14%
250-499	11%
500-999	12%
1,000-1,999	13%
2,000-4,999	9%
5,000-9,999	8%
10,000 or more	8%

Non-Medical Insurance Carriers Used (Top 10 Represented)	Q2 (n=406)
Delta Dental	23%
MetLife	21%
Aflac	20%
United Healthcare	19%
Cigna	18%
VSP	12%
Anthem	11%
The Hartford	7%
Allstate Benefits	7%
Prudential	7%

Region (Headquarters)	Q2 (n=406)
Northeast	23%
South	36%
Midwest	17%
West	24%

HR Tech System/ Provider Used (Top shown)	Q2 (n=406)
ADP	10%
Workday	7%
Bamboo	3%
Salesforce	3%
Microsoft	3%
SAP	3%
Paycor	2%
Oracle	2%
Other	19%
Organization does not use one	35%

% of Workforce in Each Location (Q2)	Entirely on site	Entirely remote	Combo of both
0	1%	20%	18%
1-10%	3%	19%	19%
11-20%	3%	12%	13%
21-30%	6%	14%	13%
31-40%	8%	5%	5%
41-50%	10%	4%	4%
51-60%	3%	0%	2%
61-70%	7%	0%	1%
71-80%	13%	0%	0%
81-90%	8%	2%	0%
91-100%	34%	1%	2%

FIRMOGRAPHICS

Workforce Composition (Mean % of Workforce)	Q2 (n=406)
Exempt, salaried	46%
Non-exempt, hourly	36%
Part-time	12%
Seasonal	5%

Workforce Composition (% Eligible for Benefits)	Q2 (n=406)
Exempt, salaried	98%
Non-exempt, hourly	89%
Part-time	49%
Seasonal	39%

Workforce Composition (Mean % Working from Location)	Q2 (n=406)
Entirely on-site	71%
Entirely remote (from a home office or other location)	19%
Combination of on-site and remote work	21%

Workforce Composition (Any % Working from Location)	Q2 (n=406)
Entirely on-site	99%
Entirely remote (from a home office or other location)	80%
Combination of on-site and remote work	82%

Industry (Top 10 Represented)	Q2 (n=406)
Manufacturing	13%
Professional business services	12%
Healthcare	10%
Technology	9%
Education	8%
Banking and finance	7%
Construction	7%
Retail trade	6%
Hospitality and food services	4%
Wholesale trade	3%

Role in Company	Q2 (n=406)
Human Resource (HR) Executive / Manager	29%
CEO / Owner	20%
Employee Benefits Executive Manager	12%
Operations Executive / Manager (COO)	11%
HR Administrator / Coordinator / Specialist / Assistant	8%
Business / Office Manager	5%
CFO / Financial Executive / Manager	5%
Benefits Administrator / Coordinator / Specialist Assistant	4%
Finance / Accounting Assistant / Payroll	2%
Other	4%

FIRMOGRAPHICS

Involvement in Decisions About Employee Benefits Offered	Q2 (n=406)
Primary decision maker	54%
Make final decision with others	29%
Make recommendations, others make decision	10%
Handle details, but not involved in decision	6%
I am not involved at all	1%

Role Played in Administration of Employee Benefits	Q2 (n=406)
Sole administrator	42%
One of the administrators	31%
Manager of those who administer	13%
Work with organization who is sourced to administer	10%
No role	5%

Role Played in Financial Administration of Organization	Q2 (n=406)
Sole administrator	40%
One of the administrators	27%
Manager of those who administer	15%
Work with organization who is sourced to administer	9%
No role	9%

Role Played in Management of Building Services for Organization	Q2 (n=406)
Sole administrator	39%
One of the administrators	26%
Manager of those who administer	11%
Work with organization who is sourced to administer	10%
No role	14%



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