

# Great talent is business treasure

Cloud HR technology can help you find and keep the gold

Companies are facing a severe supply shortage. Not of raw materials for products but of something even more valuable: human resources. Companies **should do a better job of recruiting, retaining, and nurturing their workforce** – or else face an intensifying battle for talent that could threaten growth and profits.

## Talent is scarce

For the first time in history, **job openings officially surpassed the total unemployed workers.**<sup>1</sup>

And finding the right people is like a **treasure hunt**

**58%**

of HR leaders say their top concern is **finding, attracting and retaining talent.**

**73%**

of recruiters **struggle** to find skilled candidates.<sup>2</sup>

But improving the **employee experience** can help

To attract and keep good people, more HR execs say they are focusing on ways to **improve the candidate and employee experience.** And many are investing in **new technology tools** to do just that:

**49%**

are investing in new talent acquisition tools

**48%**

in improved user experience for employees

**46%**

in skills mapping and career path tools

## And cloud marks the spot

HR leaders are **more than twice as likely** to view cloud solutions as “very effective” compared to former on-premises products. Why? The cloud delivers **improved data security, better user experience, and greater mobile capabilities.** Cloud platforms also provide **better visibility** and easier access to HR metrics and insights.

## Bring everybody along

New tech tools won't work if people don't use them.

**82%**

of companies say they “experienced challenges” when driving adoption of HR technology. But leading companies are using techniques like **incentives, journey mapping, and gamification** to boost adoption success.

## To help reap greater rewards

By developing a multi-pronged adoption strategy incorporating a range of methods, you can **improve the return on your investment** in HR technologies.

## Learn more

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Sources:  
1. U.S. Bureau of Labor Statistics Sept. 2019  
2. Manpower Group Talent Shortage Survey 2018  
All other data from PwC HR Technology Survey 2020

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