

Case study

HP HR uses HP Marketing Optimization software to launch HR @hp portal



300,000 employees gain improved web experience on the new HP portal

Industry

Corporate HR

Objective

Replace complicated web authoring, editing, and management tools that many web professionals were reluctant to use with a system that supports a range of easy-to-use capabilities, including personalization, user-generated content, page templates, greater usability, mobile delivery options, rich media management, and reporting

Approach

Transition to a new technology solution that enables personalization, improved employee experience and productivity, and web management productivity

IT matters

- Improved search integration offers major improvements in the search results for HR-related tools and websites
- Greater HR independence with less reliance on IT
- Improved web experience for approximately 300,000 employees in more than 110 countries on six continents

Business matters

- HP TeamSite – Web CMS
- HP LiveSite – Content Targeting and Display
- HP MediaBin – Rich Media Management
- HP OpenDeploy – Content Delivery and Publishing System



About HP HR

Hewlett Packard Human Resources provides services to approximately 300,000 employees who are in more than 110 countries on six continents. Employee and manager enablement is an important part of HP's ability to serve over one billion HP customers, and as a result, the HR portal plays a critical role in the HP employee experience.

Situation

Background

More than 80 percent of all HP employee-facing web content was managed by Human Resources (HR) using the Write4HR content management system. The system included a customized version of Documentum 5.3 (last upgraded in 2006), and it enabled 300 HR web authors in 14 HR organizations to create websites via templates that drove the look and feel of web content. However, the web authoring, editing, and management experience was complicated, and because of this many web professionals resisted using the product. Instead, they used custom HTML designs or adopted entirely new web management tools.

The approach of using alternatives to the main system led to an HR web environment with inconsistent quality, design, and branding. However, the portal experience is a key component of a successful HR employee-manager environment and when the portal is not delivering an easy-to-use experience, employees feel the pain and it becomes a distraction from their priorities such as serving customers and focusing on products and solutions.

As a result of these challenges, HP employees and managers consistently communicated to HR that they felt lost and frustrated when searching for HR information or completing HR tasks.

“Even with improved governance and accountability, HP HR faced major challenges in our web environment that were blocking us from delivering the superior employee experience that we had committed ourselves to.”

HR web governance

In 2009/2010 with the support of senior HR management, the HR Systems team introduced a new web content governance model for HR. The new model enforced a workflow in Write4HR that limited publishing rights to 14 web content managers (one for each HR organization). The content managers were empowered to enforce web standards regarding quality, branding, and usability. They were also held accountable for web quality and usability metrics for their respective organization. However, even with improved governance and accountability, HP HR faced major challenges in its web environment that blocked the group from providing a superior employee experience.

Employee and manager experience

HP HR completed an extensive analysis via employee surveys, user group studies, and heuristic evaluations to gain a full and accurate understanding of the challenges HP employees were facing as they utilized the HR portal. This was prompted by feedback that HP employees were feeling a universal frustration while attempting to use the existing portal.

The team thoroughly investigated the employees' feedback and narrowed down a list of root issues:

- Inconsistent and outdated design, layouts, and branding
- Actions were buried under multiple layers of web pages and instructions
- Generic experience with little to no personalization
- Lack of a central hub for HR information and tasks
- Aging and incompatible CMS System.

Key challenges

- Varying designs and layouts
- Actions were buried
- Not applicable to individual employee
- No central HR Hub
- Organizational alignment driving experience
- Burning CMS Platform
- Heavy dependency on IT for minor changes.

Direct quotes from HP employees related to their HR web experience:

- “I feel lost.”
- “The solution is hiding somewhere.”
- “I’m going around in circles.”
- “Why is everything so spread out?”
- “Everything looks different.”
- “I just give up.”

Challenges

Varying designs and layouts

HR websites all used different approaches to page design, resulting in huge inconsistencies in layout. This created a disconnected experience with varying degrees of usability and quality.

Actions are buried

Employees using the HR site were often forced through multiple layers of web pages and pre-task information before being provided a link or button to “start” a task. For this reason, employees consistently reported that they wanted to get to their task more quickly. While employees did want helpful information to dig into as required, they did not want to be forced through pre-task instructions—especially when they were already familiar with the process. There were also the following challenges:

- Web experiences were not employee-specific
- Web experiences could not be tailored to the individual user because the HR web content was static and the Write4HR platform did not allow content to be targeted to an employee or groups of employees.

No central HR Hub

HR program websites, tasks, policies, and tools were spread throughout the portal with inconsistent navigation, which made them difficult to find.

“The portal experience is a key component of a successful HR environment. When the portal is not delivering an easy-to-use experience, our employees feel the pain and it becomes a distraction from their priorities (our customers, products, and solutions).”

Heavy dependency on IT for minor changes

Write4HR templates and layouts were multiple versions behind HP’s branding standards. All changes to templates, web structure (e.g. website creation/deletion, ownership, etc.), workflows, and user security required IT development resources. Due to the ongoing competition for IT resources and funding, it was difficult to secure IT for what may be perceived as small changes or minimal business value. Over time, the inability to keep up with the changing business environment led to an overall poor employee and manager experience, and a convoluted web structure.

Burning CMS platform

Write4HR was the global content management system for HR web content, and was built on a 6-year-old version of Documentum/ WebPublisher (5.3). The highly customized environment and lack of source code for some of the custom components (which were developed by an external vendor) made upgrades difficult and costly.

HR Systems (HRS) and IT were facing persistent stability and usability issues and the platform was becoming inoperable due to incompatibility with newer browsers. The web authoring/editing interface was not intuitive and “lag times” between user actions led to poor productivity. This led to many web content managers moving to other tools which were outside of the system of record for driving web standards and quality.

Write4HR challenges

- Unable to support HP branding standards
- Did not support the latest Java version
- Ran on a non-supported Weblogic version (v8.1)
- Ran on a non-supported Oracle version (v11g)
- Basic, outdated templates
- Manual coding was prevalent throughout system
- Major performance issues with editing and publishing content
- Highly dependent on IT resources for even small updates or maintenance.

Actions

HP Web Content Management products

HP HR is in the process of implementing the following HP Marketing Optimization web platforms to enable an HR portal strategy that will drive a significantly improved employee experience. The solution components include the following:

- HP TeamSite – Web CMS
- HP LiveSite – Content Targeting and Display
- HP MediaBin – Rich Media Management
- HP OpenDeploy – Content Delivery and Publishing System.

The HP Marketing Optimization products are providing the following technology and capabilities to enable the new HR @hp portal:

Personalization

- Enabling the delivery of targeted content based on employee attributes (e.g. country, HP site, business unit, etc.) which will improve the HP employee experience.

User generated content

- Built-in capabilities for employees to provide rating information, polling, and comments on published content.

Page templates that enforce web design standards

- Enabling a consistent end-to-end portal experience for all HR web pages
- Templates, Components, and Layouts are designed by HR Systems Human Factors Engineers who have applied usability best practices to drive the best user experience possible
- Aligned to HP Branding standards to provide a OneHP experience.

Web author, editor, and publisher usability

- The HR CMS implementation allows for quicker content creation, navigation, implementation, and editing.

HR independence

- The implementation will allow HR to maintain, manage, and control their content, themes, and security with minimal to no IT involvement.

Multiple delivery methods (mobile)

- HP TeamSite enables authors to specify which content to target for Mobile platforms (e.g., tablet, phone).

Rich media management with HP MediaBin

- HP MediaBin provides a central place for all media content, with the ability to meta tag content for improved search, and the ability to store original versions and convert to a targeted media such as tablets, phones, etc.

Reporting

- HP TeamSite has a built-in reporting tool that is easy-to-use.

HR @hp – the gateway to HR tasks and programs

HR launched a company-wide website to provide centralized access to all HR transactions, programs, and policies. The solution was designed by Human Factors Engineers for superior usability and is built entirely on HP TeamSite templates and personalized via Live Site capabilities.

HR @hp is accessible directly from the @hp portal and provides access to all HR programs, tasks, policies, and tools for HP employees. The following are snapshots of the conceptual design and a description of features.

Access to everything HR

HR @hp provides access to “everything HR” and even those items that are not managed by HR, but are perceived as HR by employees (e.g. timecard, paycheck, etc.). The new approach no longer fights the user’s perception of HR, but rather leverages it to get them to their desired destination.

“Employees will have immediate access to top tasks such as creating performance goals, updating personal information, viewing timecards or paychecks, and searching for new career opportunities.”

Action oriented

Employees now have immediate access to top tasks such as creating performance goals, updating personal information, viewing timecards or paychecks, and searching for new career opportunities. With the implementation of the Workday (WD) HCMS, there is also a new capability to embed HR process instructions specific to each WD process step. This allows specific instructions and links to be provided to support the specific step of the process the employee is completing. Rather than forcing employees to read the manual before they start a task, they will have the information they need at their fingertips as they complete the task.

The HP Marketing Optimization content targeting capabilities will enable HR to provide a personalized experience for HP employees via a central HR hub.

Consistent look-and-feel

HP TeamSite templates and workflows enable HR to deliver a consistent look-and-feel, aligned to HP branding not only on the HR @hp homepage, but on all HR web pages globally. By designing the templates and components in a way that drives consistency in layout and branding, web authors gain the flexibility to create sites and pages based on their unique requirements.

Personalized web experiences

The HP TeamSite content targeting capabilities enable HR to provide a personalized experience for HP employees via a central HR hub. HR news, key dates, HR tasks, and even banner ads can be personalized to employees based on their country of residence, HP business, HP site location, etc. There are nearly endless possibilities such as:

- A key date might be displayed for employees in Roseville, CA reminding them that they have a company picnic coming up
- An employee's community may provide visibility into local volunteer opportunities
- A banner ad may highlight a country-specific HR program
- View my paycheck will recognize the employee's country of residence and take them directly to their country's payroll application.

Employee experience

The HR Systems Portals and Design team partnered with Global HR Communications to integrate the Employee Experience Framework into the overall HR @hp design. The Employee Experience Framework is integrated into not only the HR @hp homepage, but throughout the HR portal.

Ability to dig deeper

While a major objective for HR @hp is to provide quick access to HR tasks, the site also provides employees easy access to HR program information, policies, and supporting documentation so they can dig deeper into offerings and philosophies, as desired.

Manager gateway

In addition to the HR @hp employee-facing website, a manager-focused solution provides access to manager tasks, tools, reports, and information at HP. Managers are frequent users of these various systems and tasks, making it even more important to provide them with quick access to tasks without being forced through pre-task content or instructions.

Improved search integration

HR has partnered with HRIT to implement major improvements in the search results for HR-related tools and websites. The improvements enable HR search results to be weighted so that action-oriented tasks (which by far are what most employees search for) are displayed first. The way the enterprise search crawls HR websites is also standardized to provide more consistent and accurate search results.

Phased implementation

HP Marketing Optimization product implementation – Q4 FY 2013

The HR Systems Portals and Design team and HRIT implemented the HP Marketing Optimization products in Q4 FY 2013.

Web migration – Q4 FY 2013 to Q2 2014

The Portals and Design team has completed a global HR-wide effort to review all existing web content.

HR @hp launch – Q2 FY 2014

The launch of the HR @hp website coincided with the implementation of the HP Workday HCM system at HP. Although efforts in the past improved web landing pages for HR tools, when employees clicked one level beneath the page, they found the same non-user friendly HR systems as before. By launching both the new HR @hp and Workday at the same, an entirely new and improved experience for employees is available; not just at the entry-point, but end-to-end.

Results

Web management productivity

HR web authors, editors, and publishers gain significant capabilities using HP Marketing Optimization products that allow them to deliver cutting edge employee experiences while significantly reducing the time required to maintain websites and embedded content.

“HR @hp is being designed by Human Factors Engineers for superior usability and is built on the HP Marketing Optimization capabilities.”

Improved employee experience and productivity

With personalized content, a central HR hub, consistent designs and layouts throughout, and improved search results, HP employees gain back precious time to focus on the primary purpose for which they were hired: to support customers, design HP solutions, and sell HP products.

With the capabilities provided through the HP Marketing Optimization products, this new launch represents a beginning to a new series of opportunities to improve the employee experience at HP. HR and HRIT are laying a foundation that others will want to build on.

Other HP functions have already reached out to understand how they can leverage the tremendous value of these products. The future for the HP internal portal looks bright, with new benefits for employees and managers, and ultimately more value for HP customers.

Learn more at hpengage.com

About HP Marketing Optimization

HP Marketing Optimization empowers organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, contact centers, and augmented reality. With a portfolio of industry-leading products, including HP Exstream, HP TeamSite, HP Qfiniti, HP Optimost, and HP Aurasma, marketers can increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information that powers today's world.

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