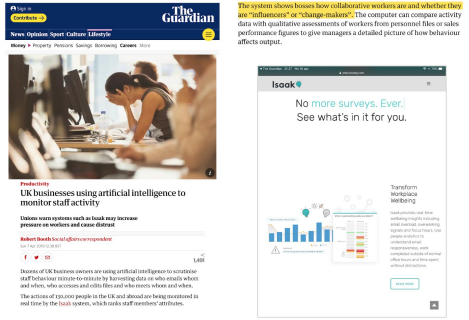
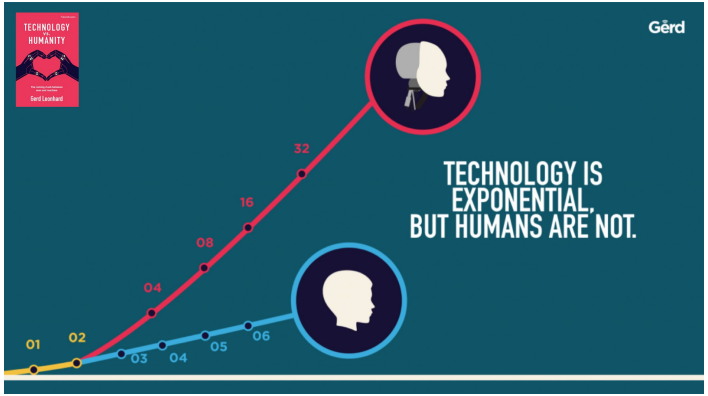
HR Tech Event

June 18 2019
Retrospective

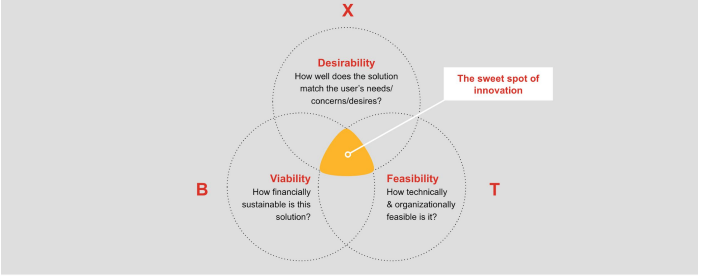
pwc

Think B (business) X (experience) T (technology)





Consider three lenses



BXT

bringing the power of perspective to life.

What does it take to create amazing experiences?

The Right People
A different breed of creative and tech talent who co-create ideal future experiences and digital solutions. And bring them to life.

The Right Approach
New ways of working, inspired by design thinking, agile development and lean start-up methodologies to co-create solutions for our clients' biggest challenges.

Think: prototypes, mock-ups and digital solutions.

The Right Space
Evolving physical & digital environments to experiment, debate, co-create and actualize ideas which change the way people think.

Experience Center Tour

Virtual Robotics (RPA)

SmartReward

PwC Chatbot

myTaxLocator

2

Breakout sessions

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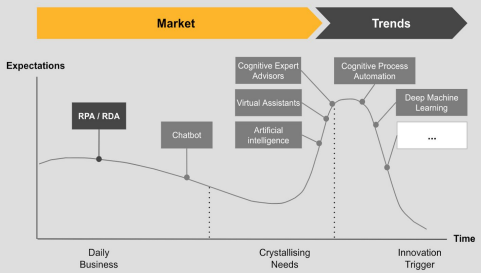
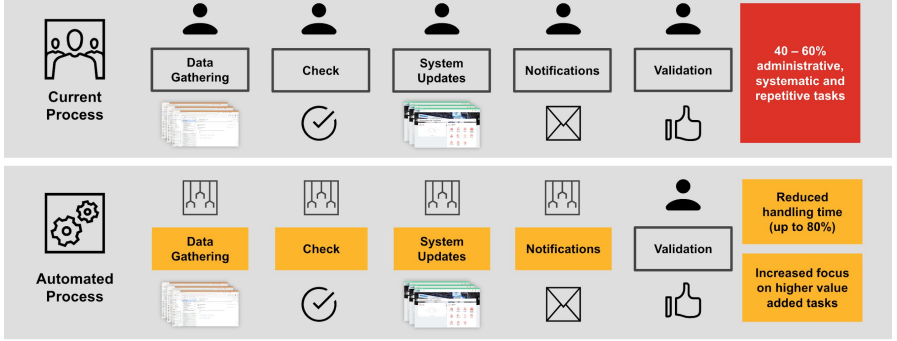
Virtual Robotics (RPA)

Virtual Robotics (RPA)

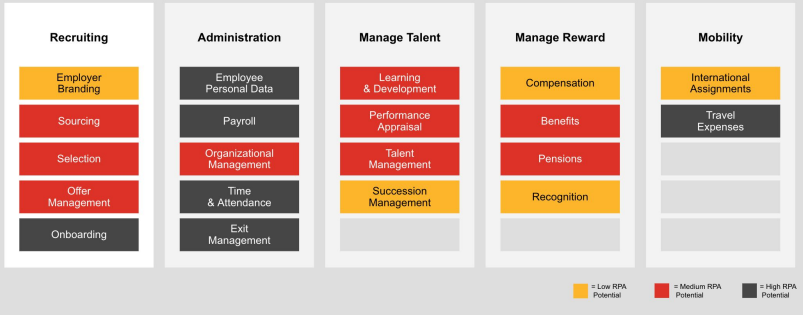
The Automation Hype Cycle



Example: Onboarding Process

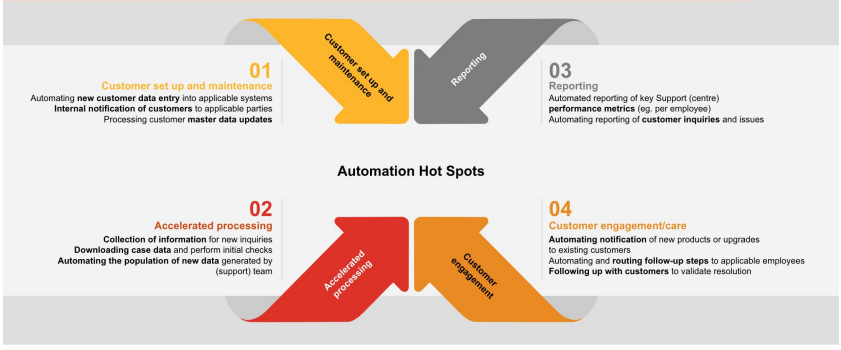


Potential HR use cases for Process Automation



Virtual Robotics (RPA)

RPA for Servicing



What are the expected benefits? Why are companies adopting RPA?

Low risk Non-invasive technology

RPA can be overlaid on existing systems, allowing creation of a platform compatible with ongoing developments in sophisticated algorithms and machine-learning tools.

Accuracy
The right result, decision or calculation the first time.

Consistency
Identical processes and tasks, eliminating output variations.

Saving potentials

Audit trail
Fully maintained logs essential for compliance.

Productivity
Freed up human resources for higher value-added tasks.

Cross-industry
RPA can be used across industries since it follows procedures in use.

Reliability
No sick days, services are provided 365 days a year.

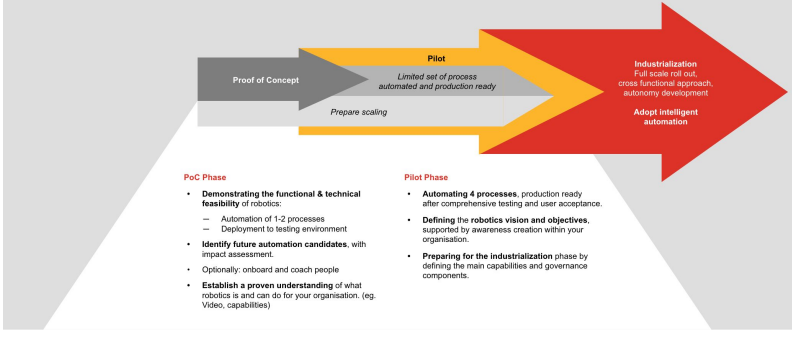
Right shoring
Geographical independence without business case impact.

Retention
Shifts towards more stimulating tasks.

Scalability
Instant ramp up and down to match demand peaks and troughs.

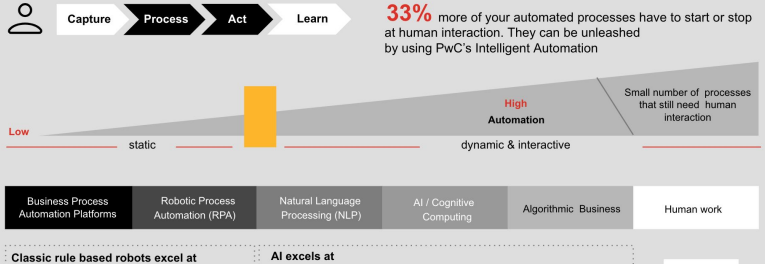
Duration
RPA projects run in 4 week sprints with a return of investment below 1 year.

Your Automation Journey

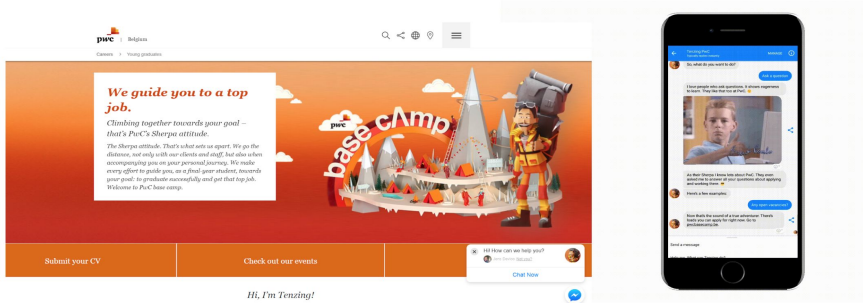


Virtual Robotics (RPA)

Adopting to new technologies through a step-by-step approach



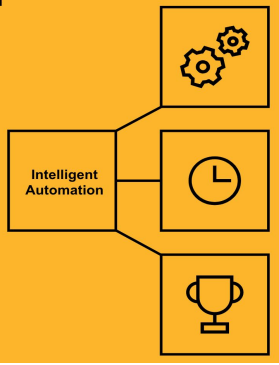
Recruitment chatbot for PwC Belgium HR



Intelligent Automation

Conclusion

Intelligent Automation as an important step towards the workforce of the future



Virtual Robotics

What do you like?

What do you dislike?

What would you do in your own organisation?

Concrete examples

Broad overview different possibilities

Idea that building RPA is easy

Can start small

Practical but can be expanded

Real opportunity

“Tailored”

Knowledge-able speakers

Timeframe of projects -> concrete development

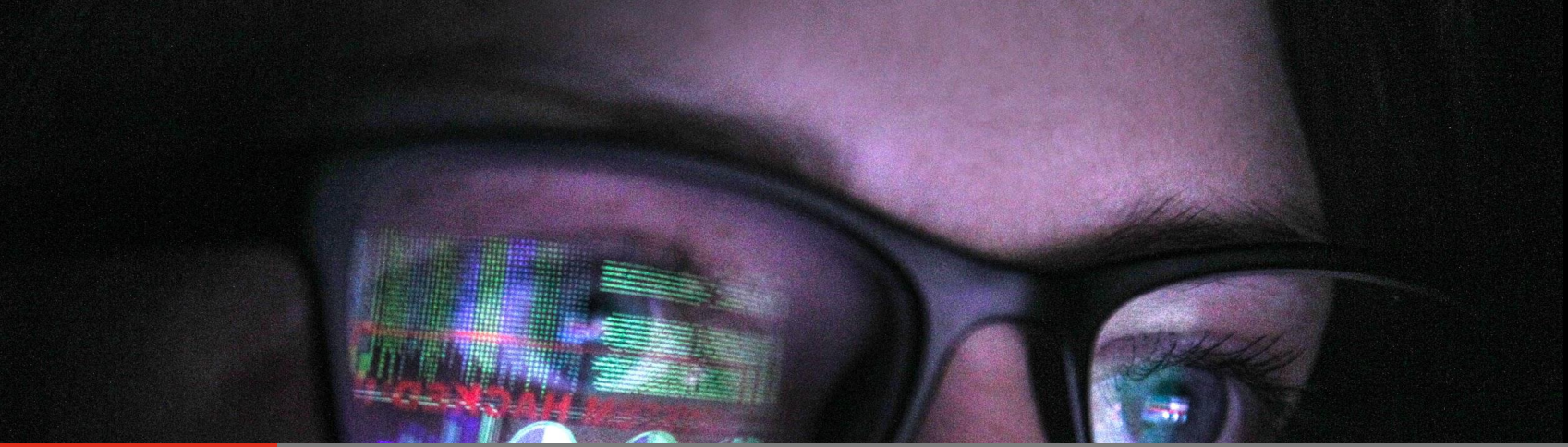
Seems a bit abstract

Screening of uploaded documents in Workday (PwC)

I see a lot of quick wins in our business PwC ;-)

Brief users on possibilities

1 source of input



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SmartReward

SmartReward

Collaboration between Aon & PwC: Complementary capabilities of 2 global players

pwc

- Multi-disciplinary approach combining a.o. individual income tax, corporate tax, VAT, employment law & social security as well as project and change management skills
- Technical expertise can be provided in local jurisdictions in order to develop & implement a local version of the flex tool
- Experience and capabilities from strategy through execution

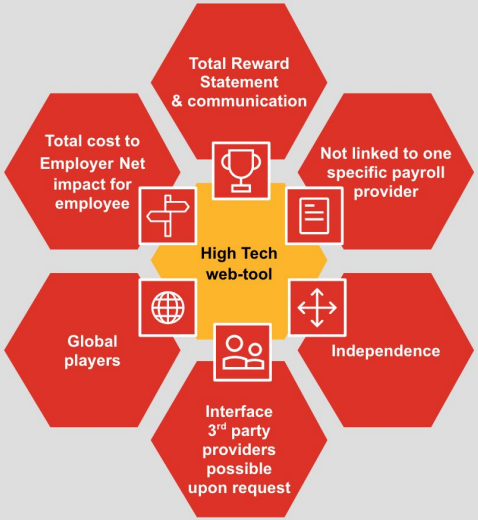
Flex Tool

AON

- In-depth knowledge and expertise in complex Employee Benefits administration and brokerage
- Global delivery model building on local specialist knowledge and expertise
- Dedicated Flex and Communication teams in global organisation working together with local product owners
- Integrated platform delivering Engagement, Administration, Analytics and Value

SmartReward

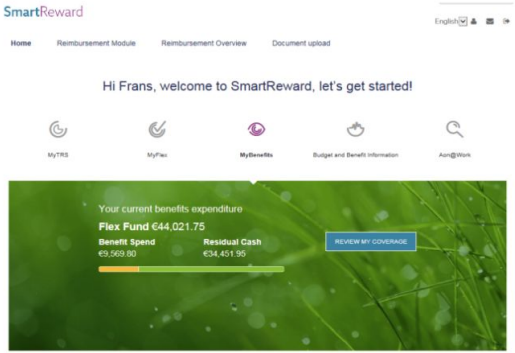
SmartReward: Our strengths in Belgium



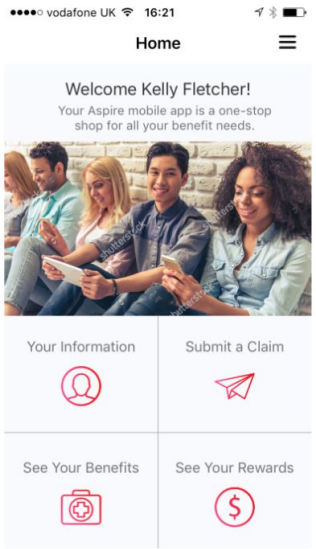
SmartReward

DEMO 1: SmartReward portal & mobile app - focus on user experience

Employee Portal

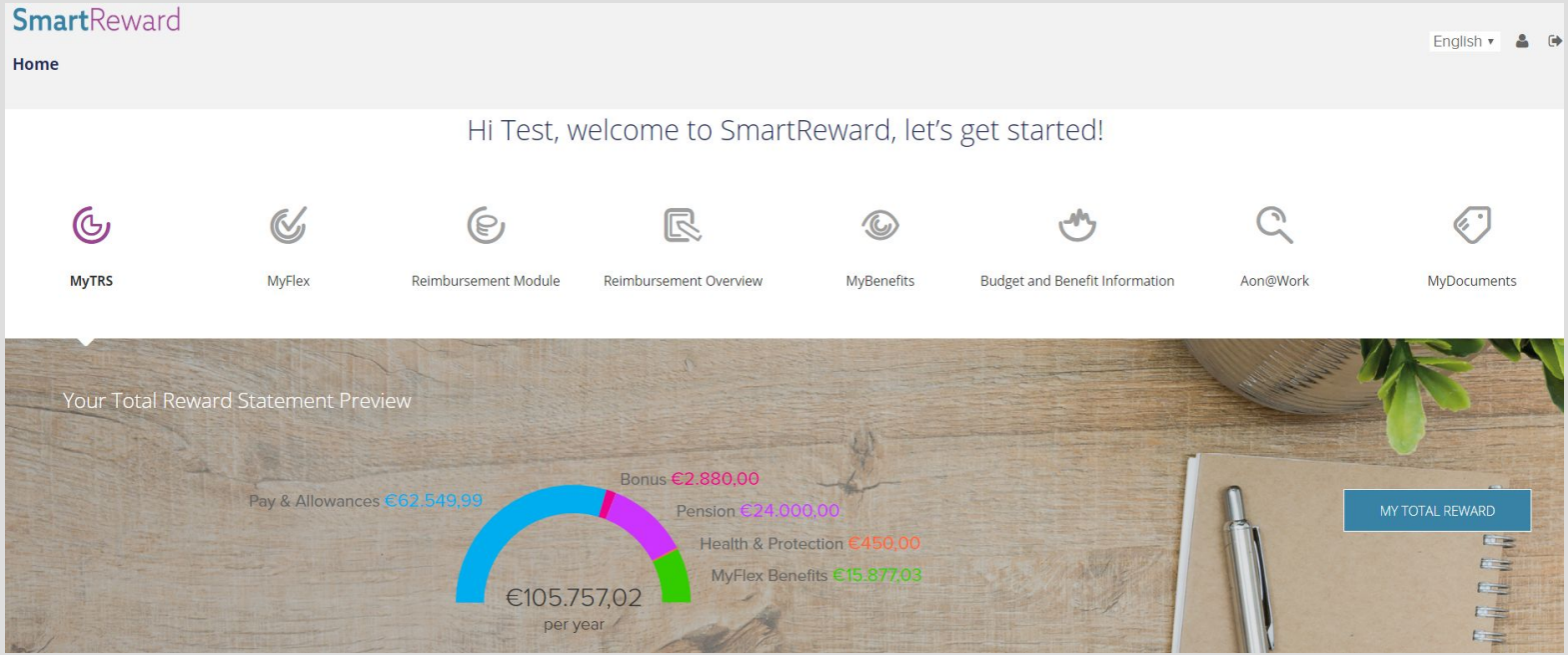


Mobile App



Employer Portal

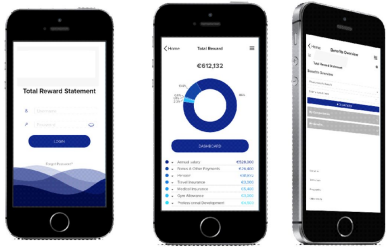
SmartReward: modular setup



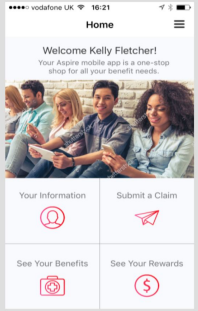
SmartReward

Mobile app

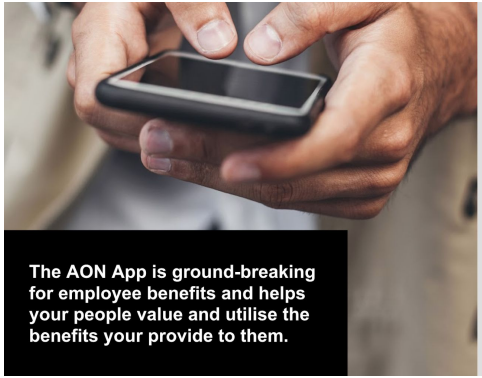
- Employees can view and interact with their benefits/total rewards on the move using a native app (available on the App Store and Google Play).
- For employees without access to a computer at work this gives them access to their benefits
- Allows the client to utilise different forms of communication – push notifications
- Depending on the device, fingerprint security
- Allows for client branding – full communication suite available



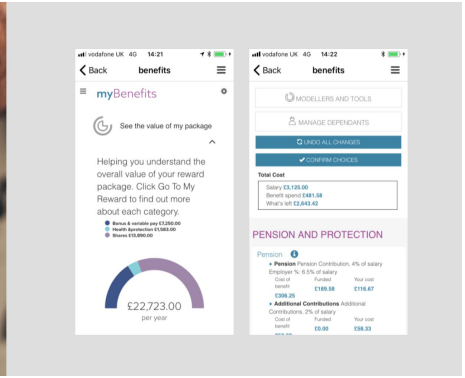
Mobile app (all SmartReward modules are accessible via the app)

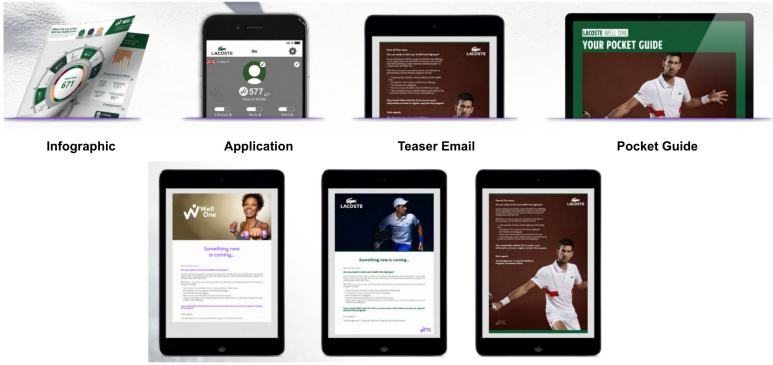


- Fully mobile enabled website so will size to different devices.
- Native App (ios and Android) allows us to utilise phone features such as push notifications, camera to upload reimbursement evidence/receipts and fingerprint authentication.



The AON App is ground-breaking for employee benefits and helps your people value and utilise the benefits your provide to them.





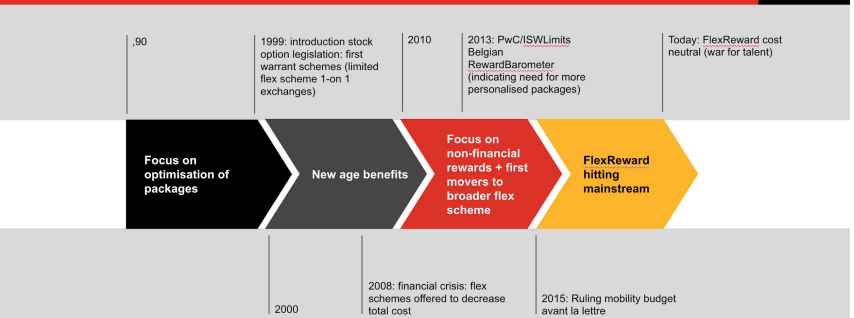
Infographic | Application | Teaser Email | Pocket Guide

Branding

SmartReward

Trends in the field of flexible remuneration

Flexible reward: finally hitting mainstream



Top 5 budget creators and flex benefits

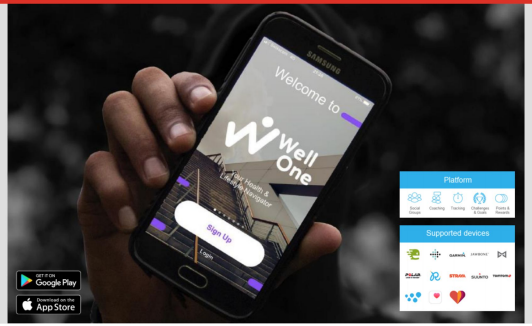
Budget creators	Flex benefits
Gross salary	Warrants/stock options
13th month	Bike lease
Company car	ICT
Bonus	Insurances
Other premiums	Company Car

Trends in flexible reward based on published rulings

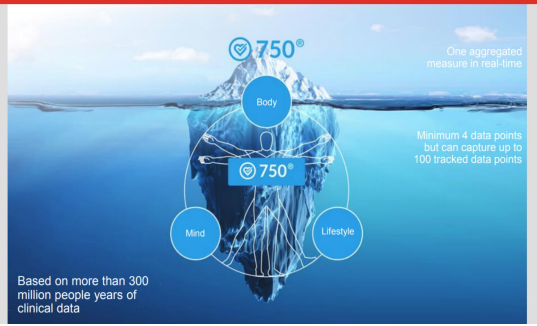
SmartReward

Demo 2: future enhancements introducing the health aspect

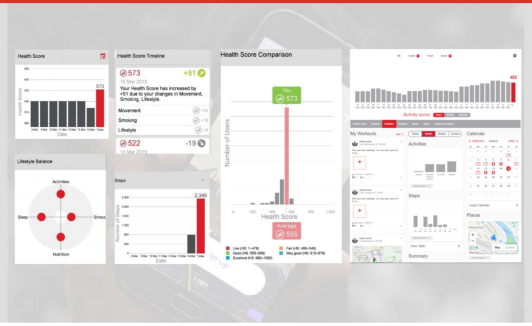
Introduction: Well One



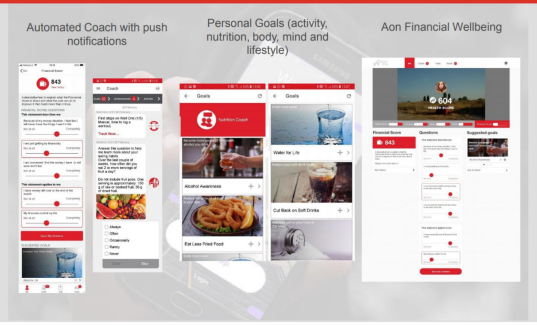
Get your Health Score



Health Score and Data Visualization



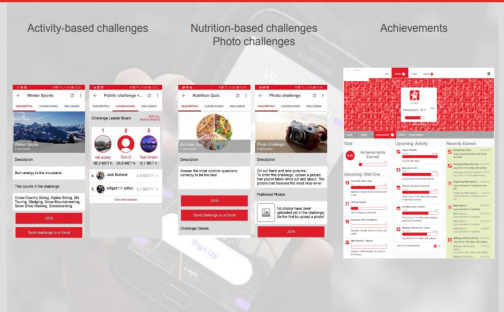
Automated Coach & Content



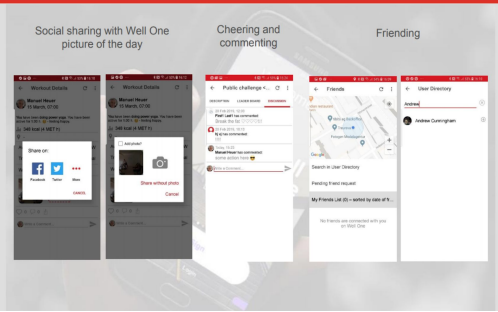
SmartReward

Demo 2: future enhancements introducing the health aspect

Gamification

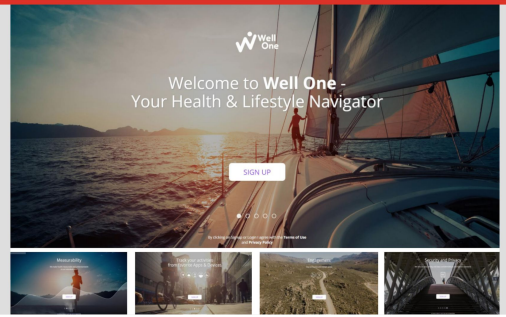


Social Features



Engagement Features: Rewards incl. behavioural-based Points earning model and reward shop

Product Demo



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SmartReward

What do you like?

What do you dislike?

What would you do in your own organisation?

Gamification Enabling employee engagement	Instant complete gross > net	Flexibility & personalisation	# possible alternative rewards	Transparency Visualisa-tion	Independ-ance
Interface payroll agencies	Nice one-page view of all benefits	Will be ‘linkable’ to rewards tool	Transparency Flexibility Cost control	Same functionalities both mobile/web platform	WellOne rather broad scope
New ideas on attraction & retention young talent (biotech/pharma is a true warzone for talents	Flexibility & choice	SmartReward > great tool	Clear Simple Useful	Reach transparency	

SmartReward

What do you like?

What do you dislike?

What would you do in your own organisation?

- Budget for rental car?
- Does not account for complex cases (expats)
- WellOne
  > Privacy?
  > Willingness employees?
- Are all those health data relevant?
- WellOne docs not convincing
- There's a pilot ongoing on WellOne
- Frequency of choice moments
- Budget for taxi/Uber?
- Legislation is not ready
- Citybikes
  Villo
  Vélo
- It's a different tool -> my company moves to one platform

- Introduce flex rewards for different focus groups
- Finalise job classification
  Set up a cafeteria plan
- Use demo to sell cafeteria concept

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Experience Center

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Chatbots

How can they help your business?

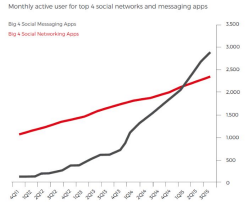
Chatbots

Chatbots

What is a Chatbot?

- A chatbot is a service, powered by rules and (often) artificial intelligence, that you interact with via a chat interface
- Chatbots usually live within existing messaging platforms
- They assist either via text or language recognition and can replace phone calls, personal appointments, apps, or internet search
- Chatbots can offer personalized solutions, learn, and remember
- Chatbots are available 24/7 and deliver immediate responses

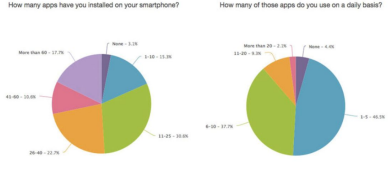
Why should my business care about chatbots and messenger?



The top four messaging apps (Messenger, WhatsApp, WeChat and Viber) have more monthly active users than the top four social networking apps (Facebook, Twitter, Instagram and Google+).

If users are using messaging apps, brands and services should be present where their customers are.

“72% of people use less than 7 apps per day



Over the last decades, applications shifted from clients to browser and mobile OS. Currently a similar shift can be seen towards Messaging Apps.

It is therefore very difficult to push consumers to use a new application.

A better way could be to integrate the company's' services into an app that people are already familiarized with.

Chatbots provide benefits for user, businesses and developers

For users

- User wouldn't need to leave the environment they are already in (i.e. the messenger apps) and can avoid having to log in
- There is no need for the user to learn how to use an AI. We already send 23 billion text messages every day and are familiar with how messaging works.
- There is no need to download a new app
- Immediate answer, available 24/7
- 90% accurate answer
- Personalised

For businesses

- Development cost of a chatbot is typically lower compared to a website or mobile apps
- Deploying updates are painless and fast
- All built on integrations and other services
- Quality and detail of the responses are controlled, consistent and captured
- Relieve congestion in contact centres
- Ability to centralise knowledge and develop a data driven approach to future developments

For developers

- Chatbots are entirely driven by API and events. Which means developers don't need to worry about UI design and elements
- Logic is distilled into modular parts and can be reused across different applications and platforms. which means duplication efforts is avoided and developers can easily build on each other effort
- Given the modular structure and integration logic, it's easier to change and update.
- A complex architecture can be achieved with separate API tiers that will allow loose-tight coupling

PwC Tenzing: a recruitment chatbot and a marketing tool

The PwC Belgium ‘Sherpa’ recruitment campaign has proven to be a success for quite some years, but since 2017 its focus around the attitude of ‘guiding students to a top job’ was enhanced with:

“A Sherpa-chatbot: Tenzing”

The chatbot is available on Facebook Messenger and is capable of:

- answering students’ questions about joining and working at PwC
- assist them in creating their ideal CV
- prepare them for a selection day
- inform them of and guide them to nearby recruitment events to meet us in person
- guide them in applying for a job by submitting their CV

What does Tenzing do?

- **Answers to 90+ ‘frequently-asked-questions** (FAQs)’ by means of funny quotes and examples, GIFs, promotional videos from our recruiters, etc.
- **Promotes, informs and guides (e.g. travel info) students to nearby PwC events**, such as job-fairs, kick-off events, technology playdate, etc.
- **Guides them in creating their CV by giving suggestions** (“I see that you’re involved in youth movement, have you included that?”), tips ‘n tricks, etc.
- **Prepares students for their PwC Selection Day by simulating a job interview**, giving them tips and tricks, showing them an overview video, etc.
- **Encourages young graduates to apply by uploading their CV** and invites them to take part in a competition to win a Tech trip to London or Shenzhen.

Our approach: how Tenzing came to life

Business design workshop

- Single day workshop with all stakeholders: HR, marketing (internal + external), development team, legal, etc.
- Following user centered design principles to ideate on use cases and scenarios
- Define MVP requirements and agree upon scope

pwc Experience Center

Agile development to learn from users' feedback

- Agile development: three 2-week sprints with 5 part-time resources
- Continuous improvement: prioritise user stories based on end-users' feedback
- Hosted on the fully scalable Google Cloud Platform

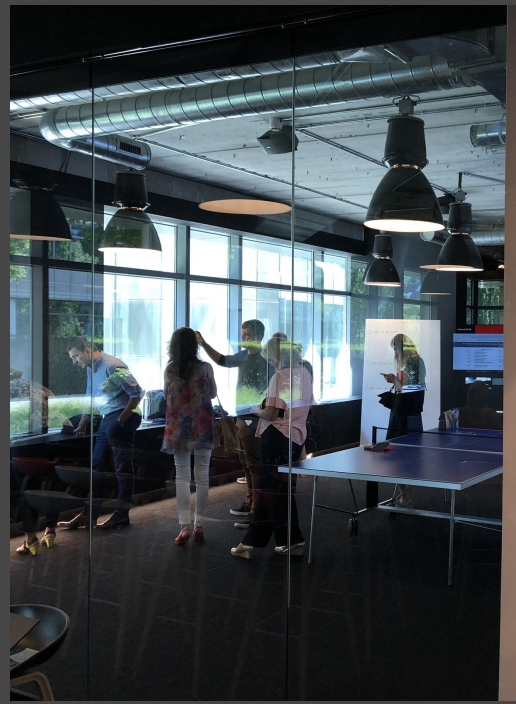
digital@pwc

In collaboration with PwC BE's marketing bureau

- Online marketing campaign
- Tenzing's personality
- Video's, gifs, images, etc
- Proofreading

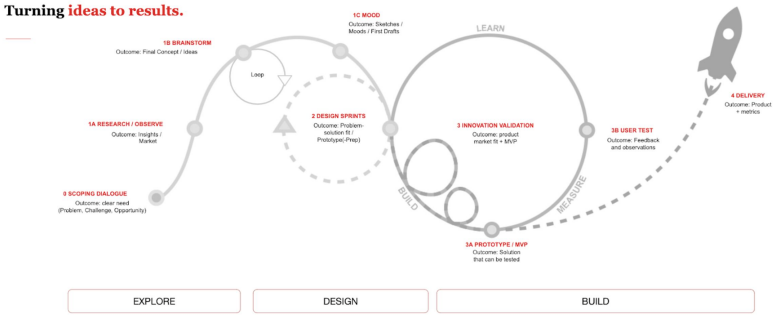
GUTZANDGLORY

Chatbots

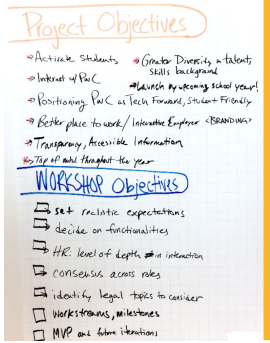


Chatbots

Agile development of the chatbot



Business design workshop – objectives



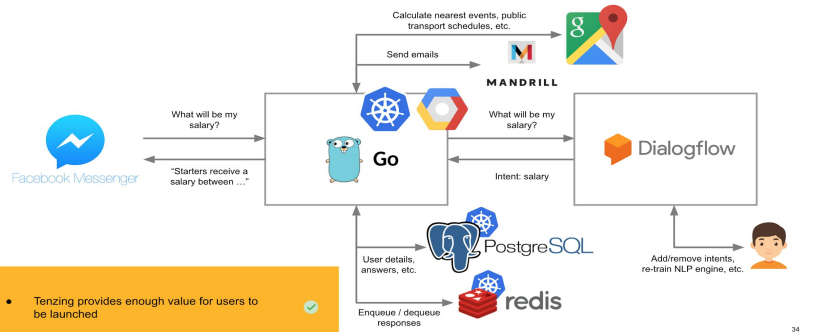
Before the workshop, our team identified project objectives as:

- Activate students and improve interactions with PwC
- Greater diversity in talent and skills background
- Positioning PwC as tech forward and student friendly organisation
- Better place to work as an interactive employer (branding)
- Build transparency with accessible information
- Stay top of mind throughout the year for candidates

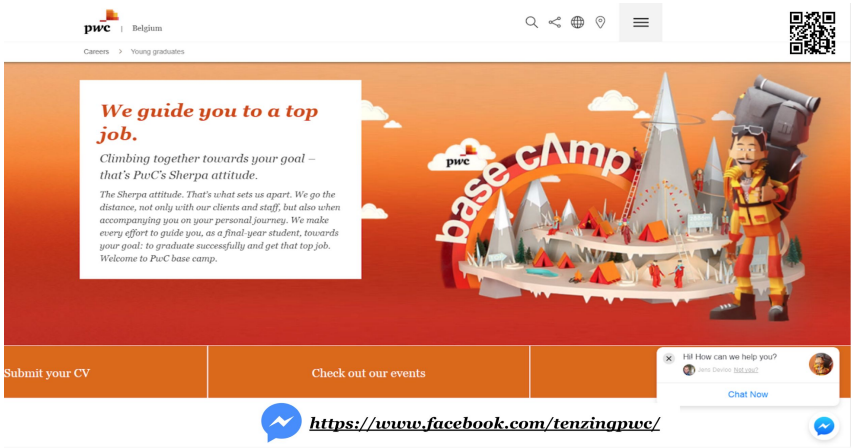
Our team identified ambitious workshop objectives as well:

- Set realistic expectations
- Decide on functionalities and scope
- HR: level of depth in interaction
- Consensus across roles and responsibilities
- Identify legal topics to consider (security, T&C, GDPR)
- Discuss workstreams and milestones
- Define MVP and future backlog items

Sprint 4: adding caching + integration with Mail & Maps



- Tenzing provides enough value for users to be launched



https://www.facebook.com/tenzingpwc/

PwC Chatbot

What do you like?

What do you dislike?

What would you do in your own organisation?

Fun

Engage conversation

The GIFs

Good mix between explanation and try-out

Thought I needed more resources to manage a chatbot

Future-proof

Fun

Engaging

Great tool

Interactive

Good for employer branding

Interactive > Questions

The humour in it

Looks easy to create

Cool!

Flexibility

Adaptability

PwC Chatbot

What do you like?

What do you dislike?

What would you do in your own organisation?

- Still need to refer to careers site
- More info on how PwC can help other companies
- Show a live chat next time
- Show the hurdles
- Seems complicated to have that in a smaller company
- Too robotic voice

- Chatbot for HR FAQs instead of intranet
- Something to think about!
- Answer all policy questions
- Definitely create as well
- Internal chatbot?
- Sure
- Payroll questions
- HR admin questions
- Recruitment & Onboarding
- Internal PwC Chatbot > Help HR Helpdesk

Philip Maertens
Partner People & Organisation

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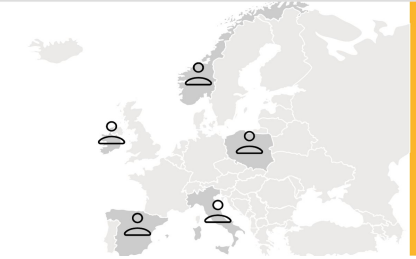
myTaxLocator

myTaxLocator

Problem statement

MyTaxLocator

Collecting paper evidence of where you've worked
International workers have to prove physical presence in different countries to ensure correct taxation.



Paper proof is required for each day abroad

Tax authorities have a hard time validating the paper trail

Consequences

MyTaxLocator

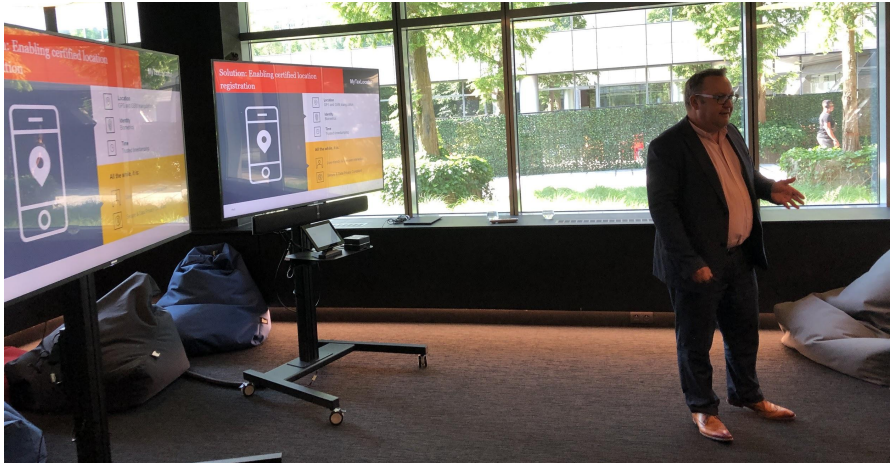
Potentially high additional liabilities

Disengaged employees

Potential Budget Consequence

Increased time on crisis management

Increased administrative burden



Solution: Enabling certified location registration

MyTaxLocator

Location
GPS and GSM triangulation

Identity
Biometrics

Time
Trusted timestamping

All the while, it is:

User-friendly & Low-user interaction

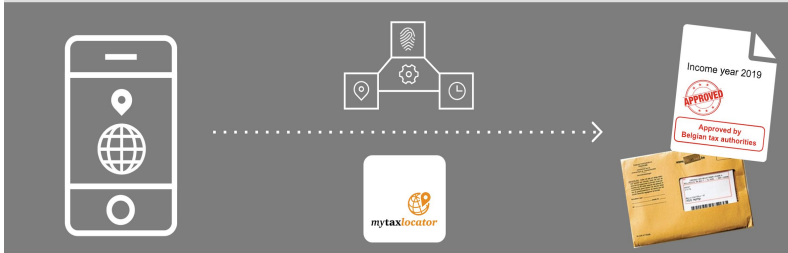
Secure & Data Privacy Compliant

myTaxLocator

A three-factor non-repudiation tool

MyTaxLocator

PwC Belgium's application leverages these technologies to provide international workers with a digital or paper-based, certified report to be sent with the tax return and that is accepted as valid proof by tax authorities.



Overview of the solution

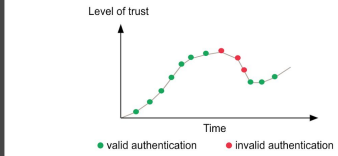
MyTaxLocator

- Location and time will be determined every 10 minutes
- When connected to the internet, this information will be sent to our backend system
- End user is able to set a day as non-tracked day, on which we will not collect and save any information

4th factor for expats under the special tax regime:

- Professional character will be assessed based on employer information
- Employer must upload working day report from its ERP system onto myTaxLocator

- Biometric authentication will be requested when abroad
- This will be done at random, on average once a month and based on the end user's trust level
- If the user would be unable or refuses to authenticate, this will be escalated and mentioned on the report for the relevant days



When?

MyTaxLocator

- Travel percentage for expats under special tax regime
- Treaty situations
- Salary splits
- Business trips
- Daily allowances / Per diems
- Business travellers - Proof on 183-day threshold
- Additional supporting document/proof for foreign tax authorities

myTaxLocator

When?

MyTaxLocator

- Travel percentage for expats under special tax regime
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But … maybe also

MyTaxLocator

- Permanent establishments - Substance proof
- Social security - Proof and/or tracking for 25% of working time in residency country
- Social security - Proof and/or tracking for A1 simultaneous employments
- Professional kilometer allowance / bike allowance
- Real life tracking → Emergency signals upon requests to employees

myTaxLocator

PwC myTaxLocator

securely registers your
location and
time while being sure
of **your identity**

MyTaxLocator

What do you like?

What do you dislike?

What would you do in your own organisation?

Great idea!

Easy to use

Covers a lot of burden

Agreement with tax authorities

Digital solution:
> paperless
> easy

Collabora-tion/direct link tax authorities

Somewhat too long explanation

Needs manual initiation
> if you forget, still need for other evidence

Good networking!

Good networking!

Good networking!

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