

HREVOLUTION PERSPECTIVES '23

CAMPAIGN REPORT (2023 - 2024)



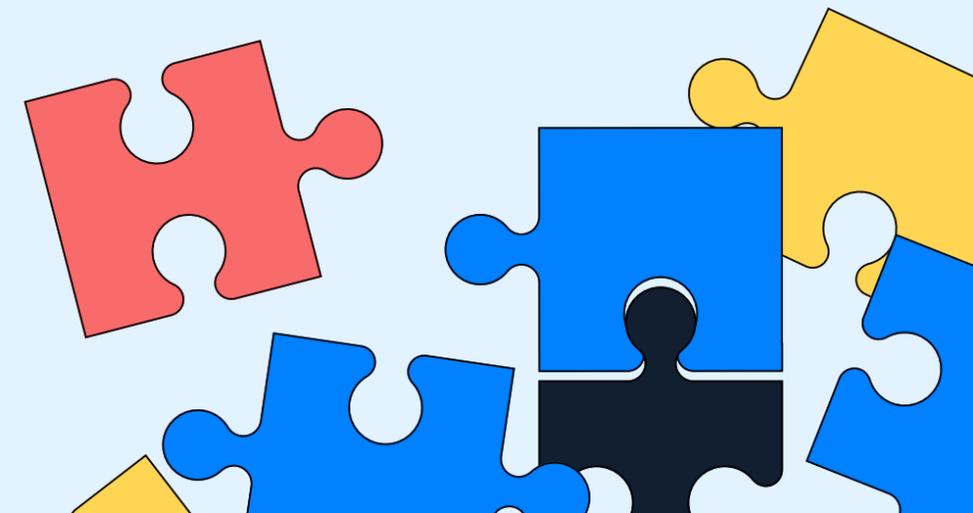
ABOUT



People Matters is a new-age, niche media organisation with a vision to be a pivotal thought leader in the arena of people and work. We focus on providing the world of talent and work with a plethora of insights that enable talent professionals to have an intellectual point of view and the ability to make decisions that create a big impact. Thriving on innovation, People matters has continued to be insightful, impactful, and the most sought-after HR media brand in Asia.



Darwinbox is the leading provider of cloud-based Human Capital Management. Their SaaS platform engages and empowers employees across the entire lifecycle (hire-to-retain) with a smarter, simpler & mobile-first HR Tech experience powered by Artificial Intelligence (AI) and Machine Learning (ML). Darwinbox is the only Asia-origin HCM to have been named as a "Strong Performer" on the Forrester® HCM Wave™ 2023.



CHALLENGES & OPPORTUNITIES

Challenges

- To amplify a unified voice that reflects the needs and aspirations of CXOs and HR leaders across APAC.
- Identify country-specific demands from digital transformation that enable Darwinbox to align and engage with companies to create more value.
- Capture the evolving expectations of businesses and employees alike to pave the path for a successful 2025.

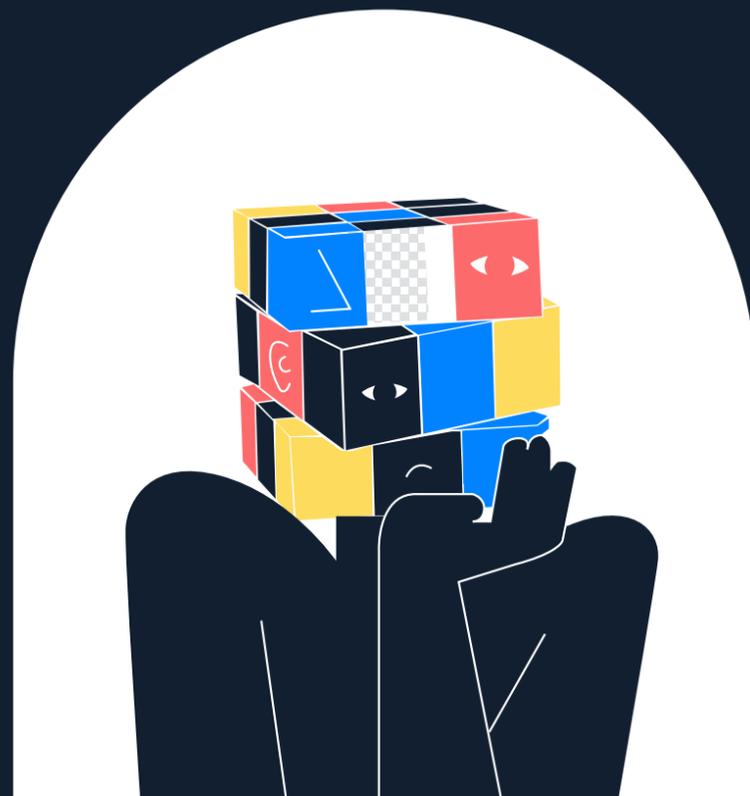
Opportunities

- Build a content asset that shapes the conversation on HR transformation, workforce demands, and CXO expectations in APAC.
- Create an initiative that adds strategic value to businesses and provides tools and strategies to build an agile and resilient workforce.
- Create a platform to engage with CXOs across APAC to enable thought leadership and business conversations.

THE NEED

This study was launched in early 2023 when organizations were experiencing change and lightning pace of work. Just when organizations adjusted to the new ways of working, the world was swirling with uncertainty around geopolitics, recessionary sentiments, economic downturn, and a new generation of AI transforming jobs. With all these challenges impacting work, HR is in the spotlight once again.

Darwinbox and PeopleMatters initiated this study to understand how changing business and talent landscape are shifting expectations from HR and whether HR is equipped to handle this.



As Asia is undergoing potential growth amidst global economic uncertainty and changing world of work, we decided to decode how HR in Asia will navigate the changes to forge a new path to transformation. This study was conducted across Asia, and the responses were gathered from 1200 respondents across organization sizes and industries. The research was based on the following hypotheses:

1. HR needs to respond to business needs and deliver employee experience in line with changing employee expectations.
2. Technology will play a key role in catalyzing the transformation.

Through this research, CxOs and business leaders will be able to reflect on their talent-related challenges and priorities. They will learn about their peers' HR transformation journey and will be equipped to chart their own journey.

Sponsors of the Research



Vikrant khanna
Global Head - Value Management,
Advisory & Solutions
Darwinbox



Gowthami Kanumuru
Head of Marketing
Darwinbox



Ester Martinez
CEO and Editor-in-Chief
PeopleMatters



WHY PEOPLE MATTERS?

Community of

300K

HR & talent professionals
in Asia Pacific.

70+

Researches delivered in
the people and work space.

225K+

Newsletter subscribers in India
and SEA combined.

80K+

Visitors on India website

50K+

Visitors on the SEA website

450K+

Social media following

APPROACH

Prep (Nov 11 - Jan 8)

- Setting up a dedicated team and content strategy ideation for geography specific targeting.
- Strategised promotions on People Matters' channels (605K+ Followership) and Ester's LinkedIn page (457K+ followers) for content marketing and identified regional HR influencers to create buzz around the survey.

Solicitation (Jan 9 - Mar 31)

- HR & Employee Surveys go live with the marketing collateral
- Content refresh and geographical targeting for further amplification.

Report Creation (Apr 17 - May 31)

- Analysis of the both the surveys were documented with actionable insights
- The report was designed keeping in sync with Darwinbox and People Matters brand guidelines.

Dissemination (Oct 04 - Jan 31)

- The report was launched in TechHR India **(2000+ attendees)** & **SEA (1200+ attendees)** and disseminated via social media and articles and also region wise press releases.
- Executive briefing sessions with the top HR Leaders of Asia was converted into video series titled Expert's Take

SOLICITATION

Content Marketing, Website banners, Social Media Promotions & Targeted Mailers

- A dedicated microsite **#EmpowerAndEvolve** was created to host all the articles. Garnered 50,000+ article reads from the APAC region.
- Geographically targeted social campaigns were put together garnering **300K impressions, 1500+ engagements** and **4 regional HR influencers** were identified to post on their social channels to increase buzz.
- **3.5M impressions** and **37000+ clicks** were recorded on the website banners.
- **20+ emailers** including newsletters, personalised text mailers were released which saw **2 Lakh + open ups** and **1500+ clicks**.



Soumyasanto Sen • 2nd
Digital Excellence & Transformation Leader | Advisor Peopl...
10mo •

With an increasingly unpredictable future, how well is the HR function prepared to evolve and continue to make an impact?

Over the past few years, the HR world has taken on newer opportunities even as it dealt with the threats and challenges posed by rapid digitization, economic slowdown, and the COVID-19 pandemic.

Would you like to share your thoughts on navigating the future?

Participate Now: <https://lnkd.in/eDQaRjji>

Peplematters and Darwinbox have launched APAC's most extensive HR and Workplace transformation study in 2023.

This study aims to unpack trends, challenges, and critical strategies enabling growth and better experience for HR and employees.

#HR #employeeexperience #workplace #futureofwork #experience #transformation #EmpowerandEvolve #future #opportunities

Has the whirlwind of changes left you feeling stumped?

HR EVOLUTION PERSPECTIVES '23

Participate Now

darwinbox people matters



INFLUENCER
SOCIAL POST



SOCIAL CREATIVE + WEBSITE BANNER

HREvolution PERSPECTIVES '23

Half of the Fortune 500
Companies were created in a crisis. Wondering how they did it?

AGILITY.

darwinbox | people matters

DECODE AGILITY →

Decorative elements: A blue heart-eyed emoji and a yellow surprised emoji are placed around the banner.

EMAILER

HREvolution PERSPECTIVES '23

Be a part of the voice **that makes organizations act** and help **shape a better world of work**

Participate Now

HR Evolution Perspectives 2023: Empower & Evolve is a first-of-its-kind research by Darwinbox in association with People Matters that delves deep into discovering what matters to you, what motivates you, and what creates a purpose-driven attachment to work and the workplace.

Your perspectives create a movement for organizations to act and make the world a better place to work.

Be among the top 1000+ professionals from Asia Pacific participating this year

Participate Now

Decorative elements: A blue envelope icon and a red envelope icon with a blue paperclip are placed below the emailer.

MICROSITE

APAC's Largest HR Research Study is Out Now!
HR Technology
10th Oct 2023
Findings from APAC's largest HR study revealed

Understanding HR's evolving role in Thailand
Strategic HR
27th Apr 2023

HR evolution in Malaysia
Strategic HR
11th Apr 2023

The need for strategic HR in 2023
Strategic HR
24th Mar 2023

Charting HR evolution across Singapore
Strategic HR
23rd Mar 2023

HR is evolving. Are you keeping pace?
HR Technology
20th Feb 2023

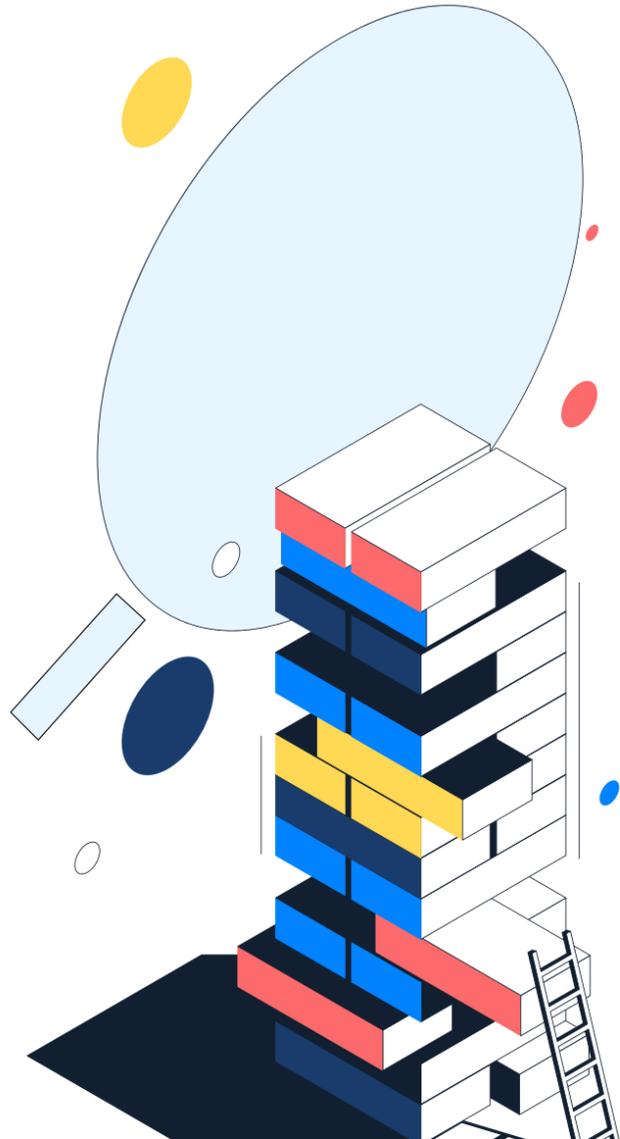
Employees, here's your chance to tell your story
HR Technology
9th Feb 2023

Charting the evolution of HR in 2023
HR Technology
8th Feb 2023

Presenting APAC's largest transformation study
HR Technology
18th Jan 2023

REPORT CREATION

The report combined data captured through responses gathered from **1200 HR practitioners and 1500+ employees** on the HR Evolution Perspectives 2023: Empower and Evolve research study.



Organizations' Outlook on Broad Business Parameters

The Big Bets

Fuel Growth



The Interesting Juxtaposition

Do More with Less



The Conscious Intent

Grow, But Sustainably



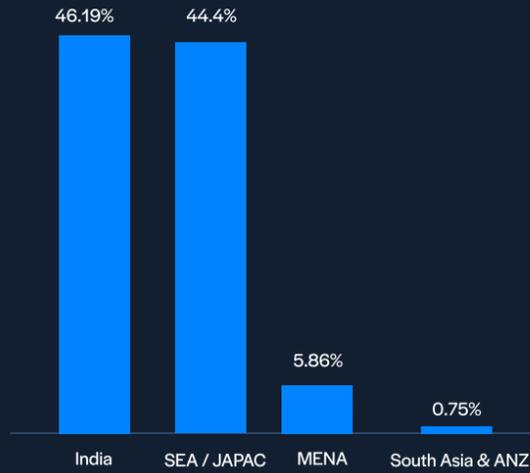
Legend:
Light Blue: Likely to increase
Dark Blue: Likely to increase significantly
Red: Likely to decrease
Yellow: Likely to decrease significantly

Participant Demographics

Organizations participated: **1195**

Employees participated: **1500**

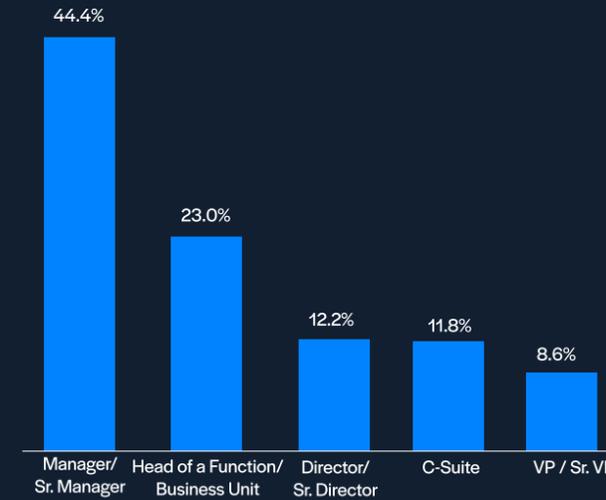
Geographical Distribution



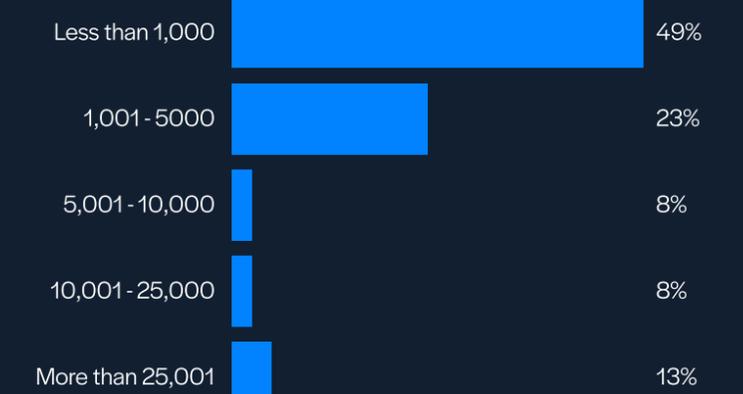
Role Distribution



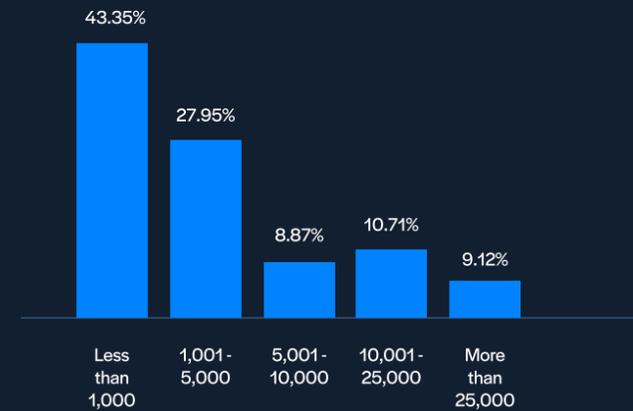
Level of Seniority



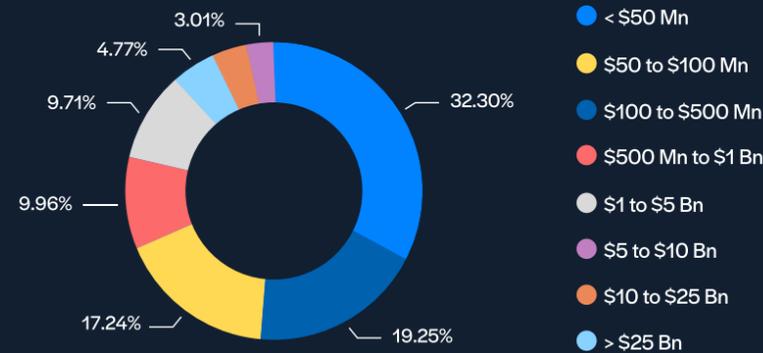
Organization Size



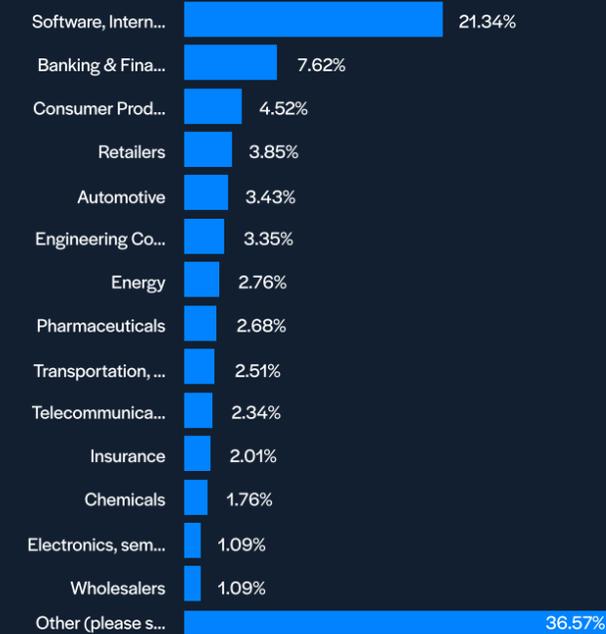
Organization Size by Employee Strength



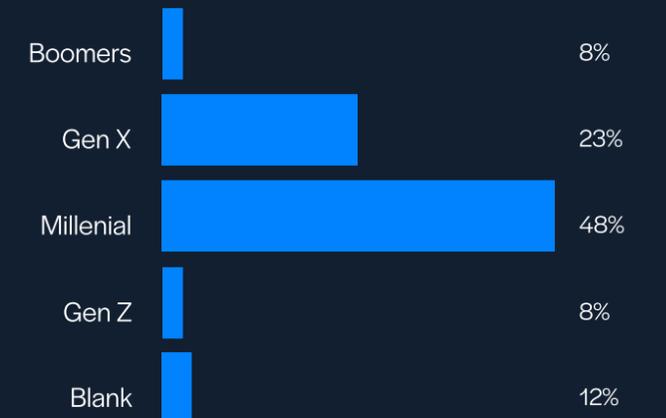
Organization Size by Revenue



Industry Distribution



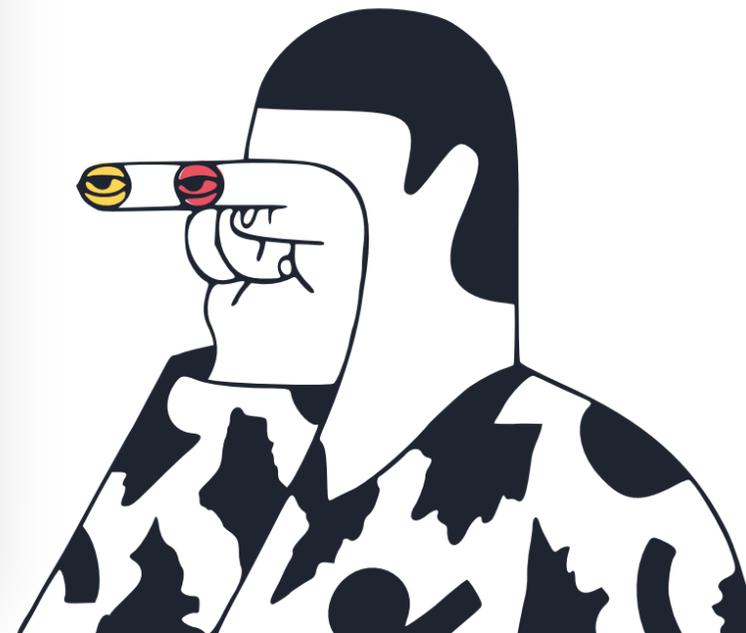
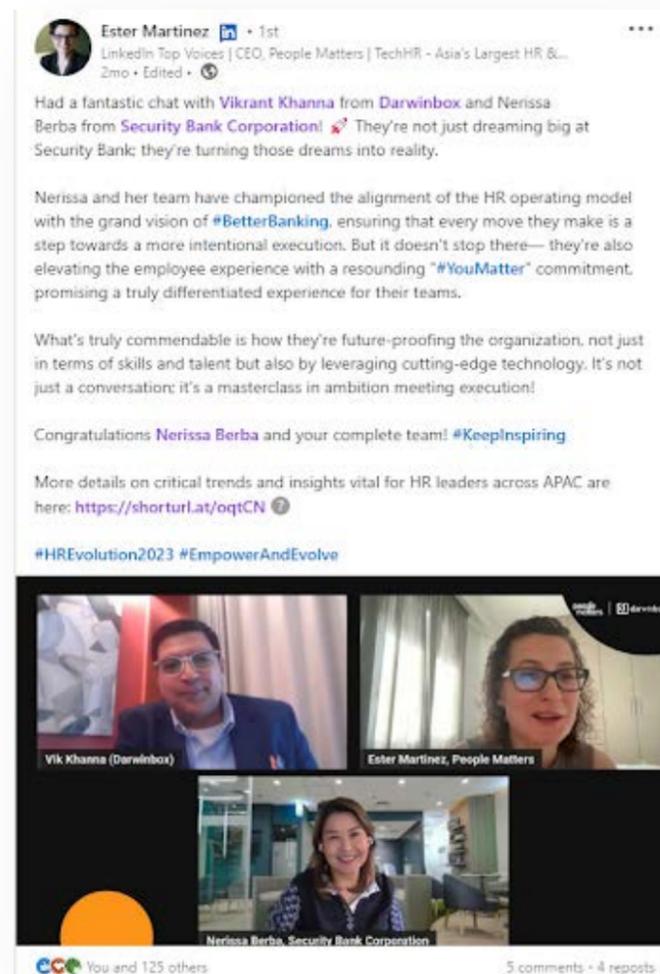
Employee Generation Distribution



DISSEMINATION

Dissemination by Virtual Launch

Report was also launched via a virtual launch session People Matters Website which saw participation from APAC's HR professionals and garnered **400+ registrations and 1K+ engagement on social channels.**



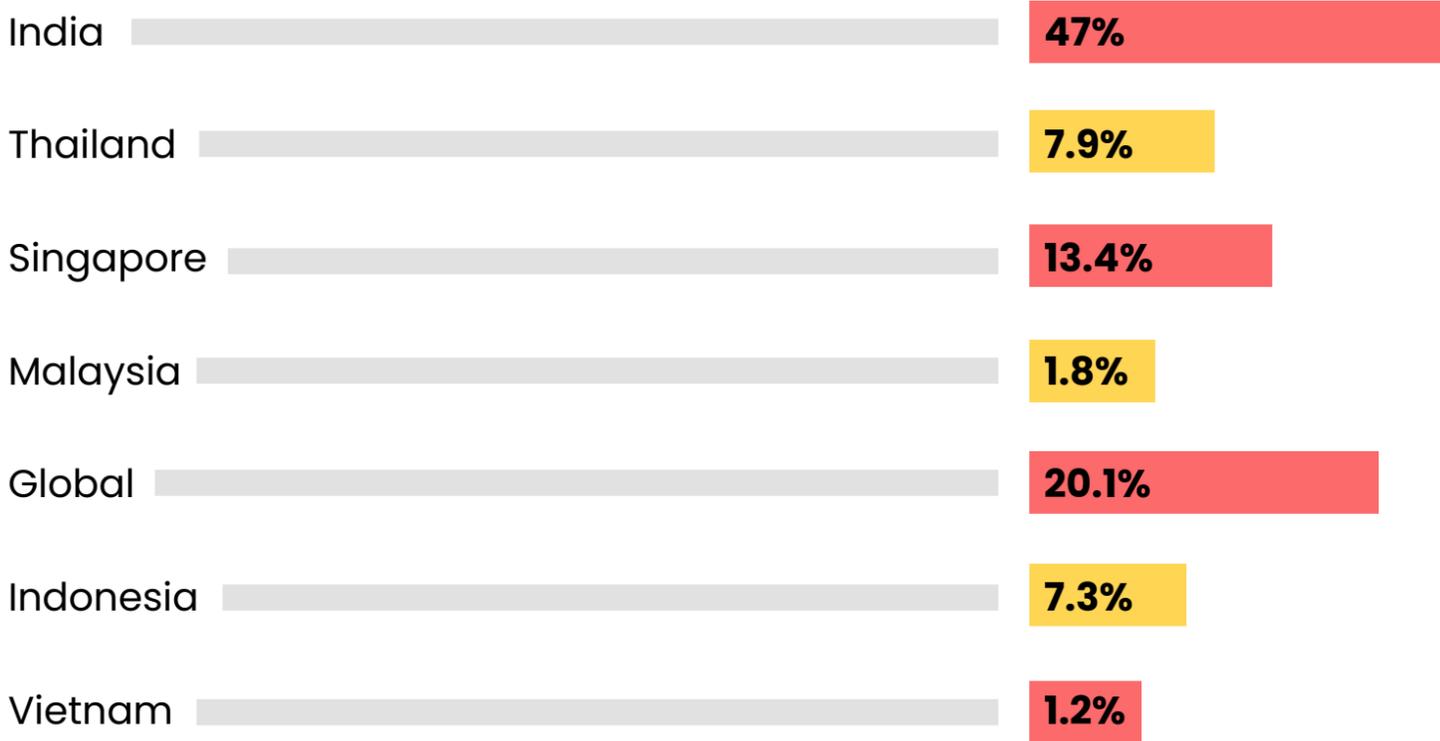
Dissemination by targeted landing page

Report was hosted on the People Matters domain landing page.



Dissemination by Targeted Press Releases

The report was covered through a press release, which was picked up by **150+ publications** on a global scale.






In the news: HR Evolution Perspectives Study charts the future!



83% of companies in India project growth, agility and experience as critical pillars of success: APAC's Largest HR Study

The HR Evolution Perspectives 2023 report reveals that CEOs across India today project high growth and profitability in the coming few years.



83% of companies in India project growth, agility and experience as critical pillars of success: APAC's Largest HR Study



83% OF COMPANIES IN ASIA PACIFIC VIEW GROWTH, AGILITY AND EXPERIENCE AS KEY PILLARS OF SUCCESS: ASIA PACIFIC'S LARGEST HR STUDY



APAC's Largest HR Research Study is Out Now!



83% of companies in Asia-Pacific project growth, agility and experience as critical pillars of success: APAC's Largest HR Study



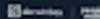
33 Percent of Companies Across India Project Growth, Agility and Experience Two Critical Pillars of Success: APAC's Largest HR Transformation Study



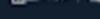
82% of companies in India project growth, agility and experience as critical pillars of success: APAC's Largest HR Study



The largest HR transformation study in Asia Pacific, HR Evolution Perspective 2023: Deeper and Eviler, an initiative of Darwinbox and People Matters.



APAC's Largest HR Research Study is Out Now!



APAC's Largest HR Research Study is Out Now!

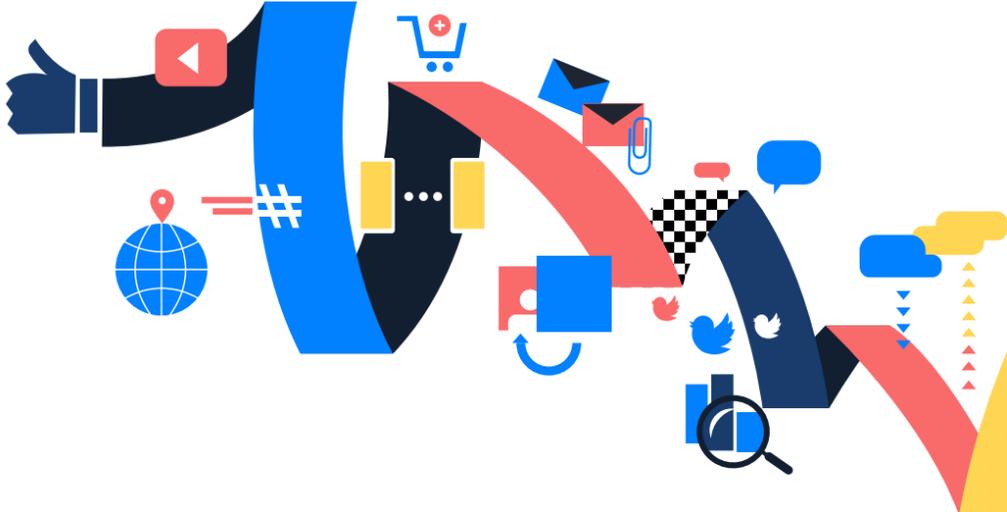
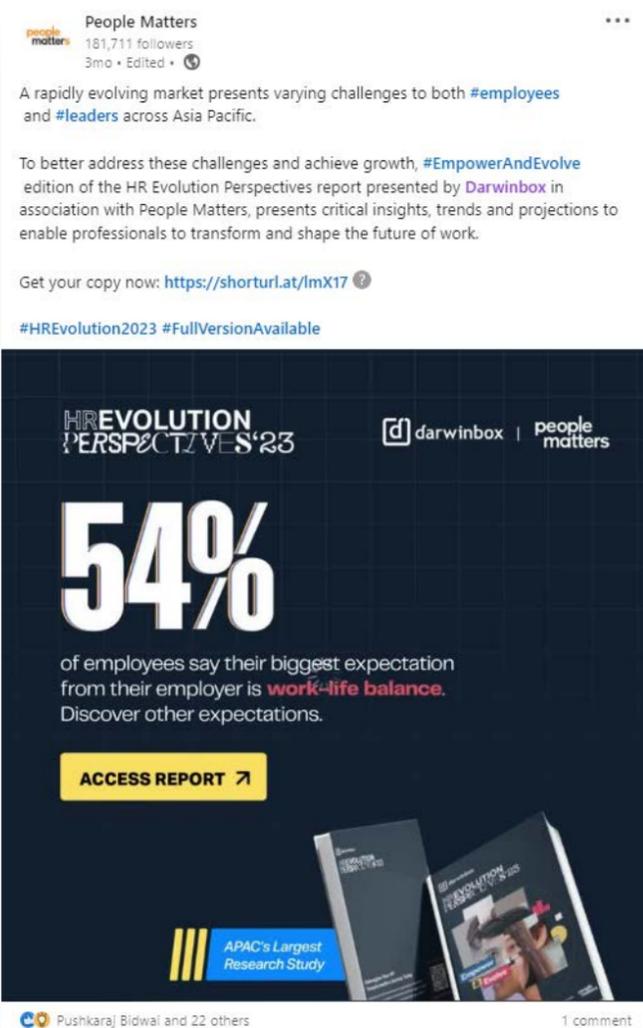


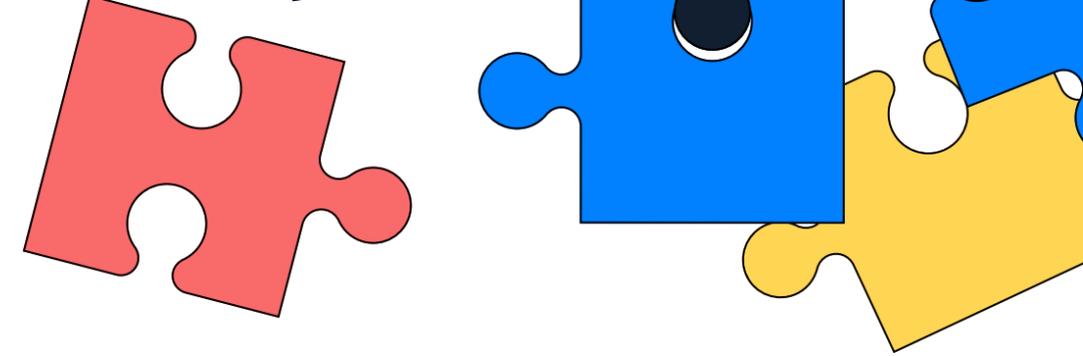
83% of companies in Asia Pacific project growth, agility and experience as critical pillars of success: APAC's Largest HR Study

Thank you to all the participants for making it the largest HR Study in APAC

Dissemination by Content

Top insights from the report were shared through a targeted content marketing campaign which garnered **20K+ article reads** and **2000+ engagements** on social media promotions.





Dissemination at TechHR 2023 – India & Singapore

- The HR Evolution Perspectives 2023 Report was launched during both the events.
- Exclusive booths were provided to the Darwinbox team in both the events for networking.
- **1400 HR Delegate Database of TechHR Singapore** and **1816 HR delegate database of TechHR India** was shared.
- The report was launched in India by Chaitanya Peddi, Co-founder & Product Head, Darwinbox and in Singapore by Vikrant Khanna, Global Head – Value Management, Advisory & Solutions, Darwinbox.



Dissemination through Roundtables

- 7 roundtables were conducted across India and the SEA which had a total of 107 attendees combined.
- The attendee outreach was carried by the People Matters team from a wishlist provided by Darwinbox.
- The discussions were majorly around 'HR Evolution Perspectives: Accelerated Agility and EX decoded' with inputs provided by the participants.
- Printed copies of the research were provided to the participants for amplification.



EXECUTIVE BRIEFING SESSIONS WITH TOP HR LEADERS IN APAC: EXPERTS' TAKE

Executive Briefing Sessions with Top HR Leaders in APAC: To make the key findings of the research more action-oriented, a video series #ExpertsTake was created, which included takeaways from leading HR leaders.



Sarinah Abu Bakar
Chief Human Capital Officer,
Telekom Malaysia



Joydeep Bose
President & Global Head HR,
Olam International, Singapore



Lakshmanan M
CHRO,
L&T Technology Services Ltd



Krishna Raghavan
Chief People Officer,
Flipkart



Sherriza Nor Rashidi
Head of Planning
& Communication,
CIMB



Anjali Raghuvanshi
Chief People Officer,
Randstad India



Alex Png
Chief People Officer,
Intrepid Group Asia



Sonia Kutty
Vice President –
Global Human Resources,
Quest Global



Alexius Purwoto
Manager – Human Capital,
Pertamina Internasional EP



Rajesh Uppal
Senior Executive Director (HR & IT),
Maruti Suzuki India Limited



Angelina Siahaan
Head of People,
Lion Parcel



Swasono Satyo
CHRO,
Sinarmas Mining



Rajesh Jain
CHRO,
Welspun Enterprises Ltd



Ravi Kumar
Senior President &
Chief People Officer,
Page Industries Ltd



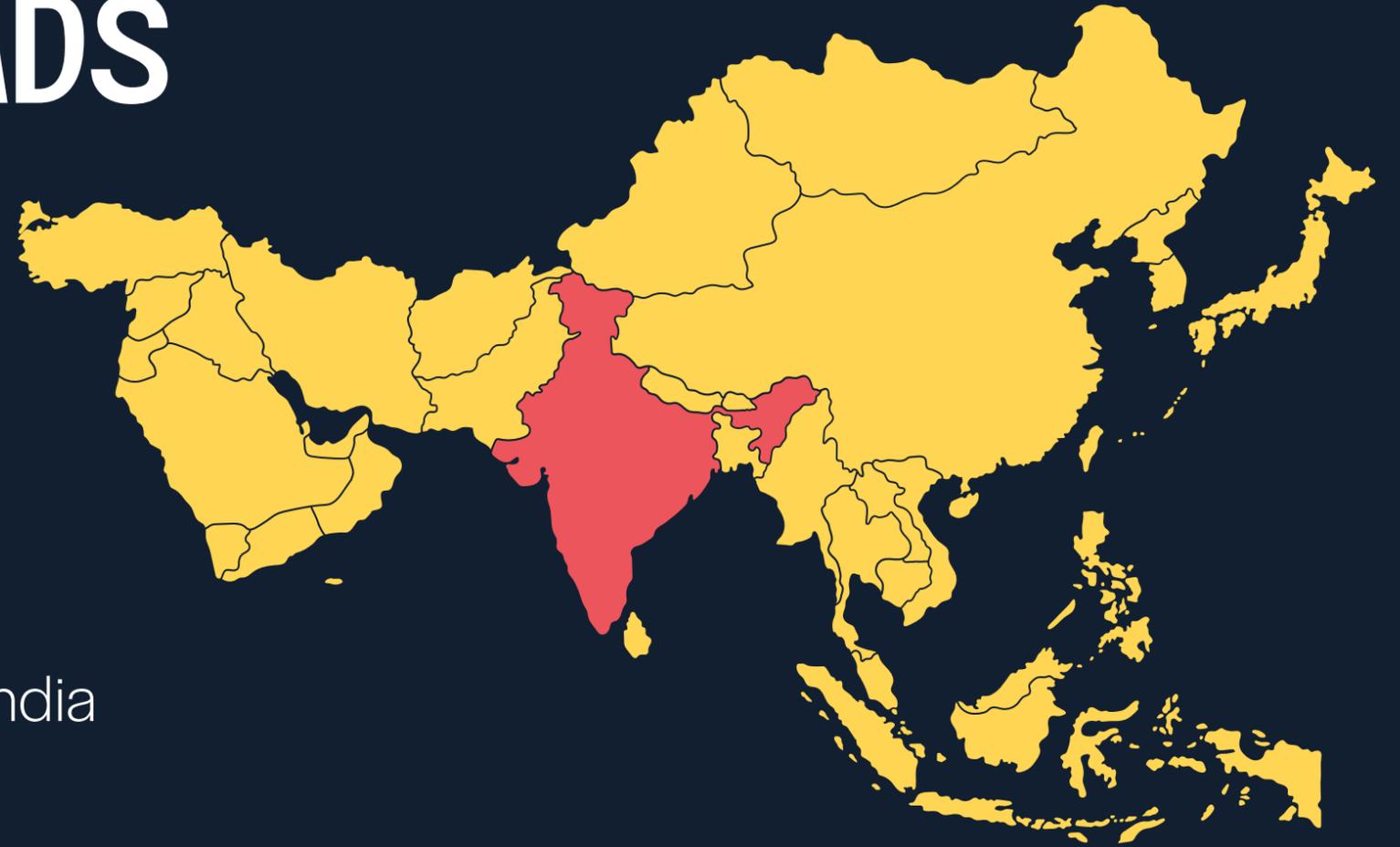
Durga Prasanna
Head HR,
Aster DM Healthcare, India



Emman Salazar
VP – HR,
S&R Membership Shopping



REPORT DOWNLOADS

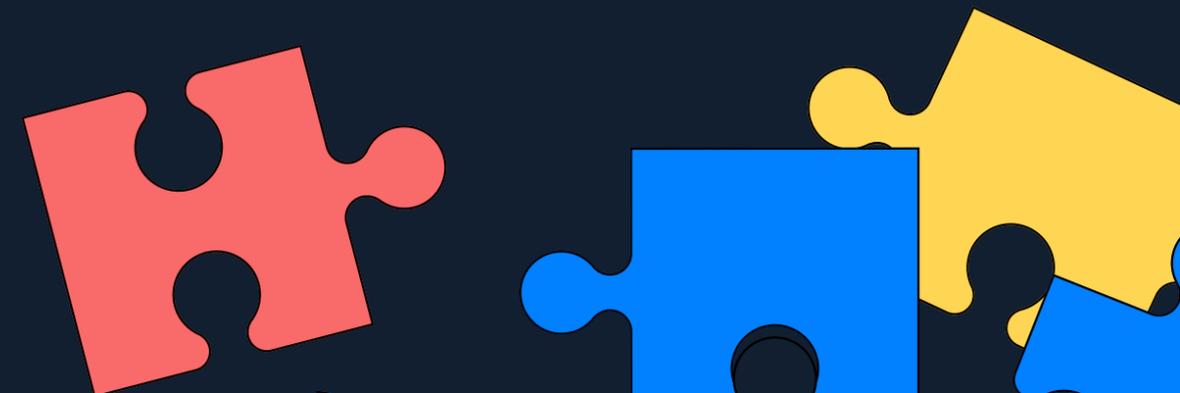


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Downloads from SEA

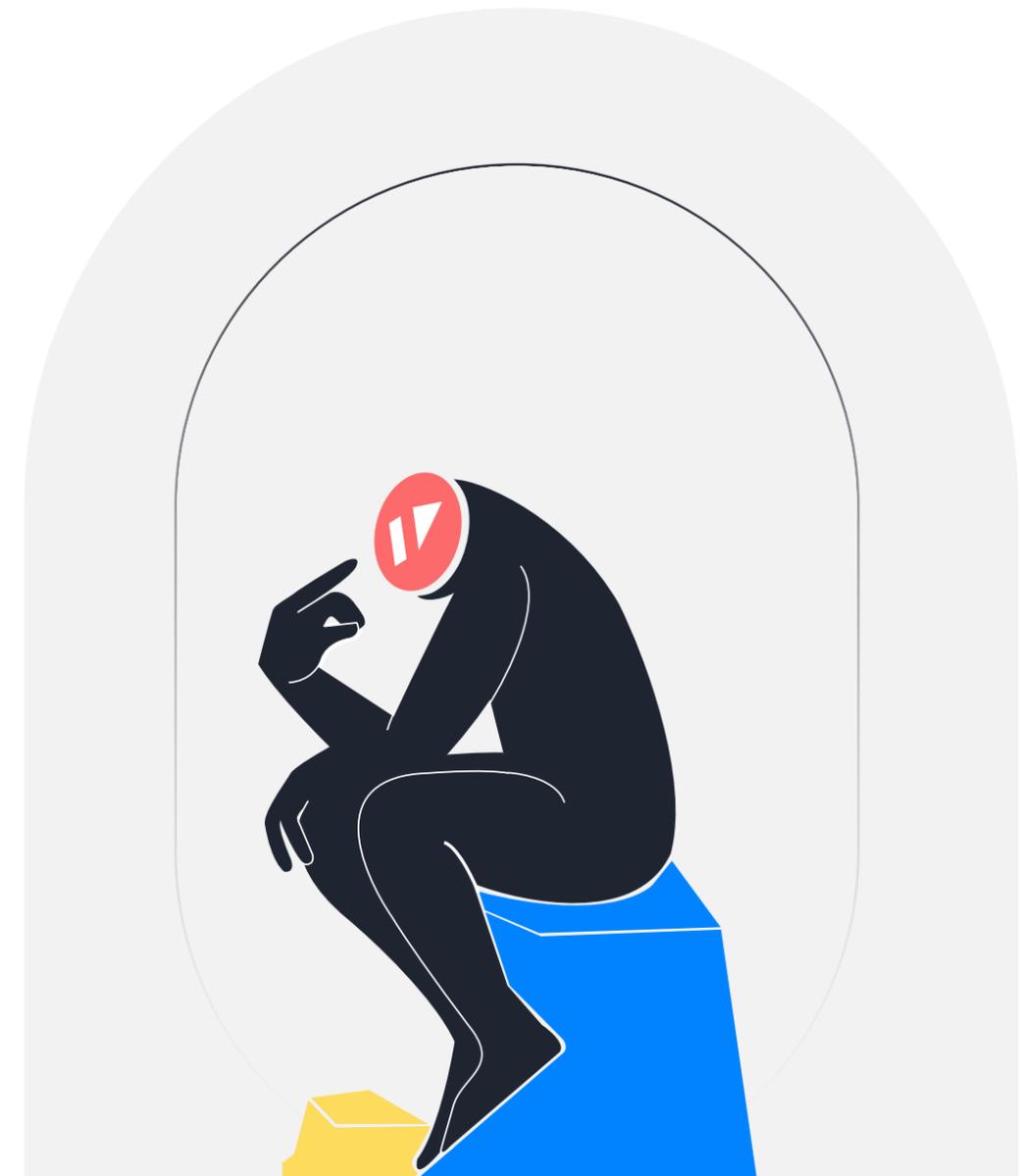
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Downloads from India



REFLECTIONS

- Finalisation of the theme (HR Evolution Perspectives) in the initial phase of the project would save a lot of rework on design and content themes.
- The survey questionnaire could be more simplified or the number of questions in the survey could be significantly reduced for higher completion rate.
- Cumulative feedback on content would be appreciated for faster turnaround rather than feedback provided in phases.
- Having a consistent and a larger pool of wishlist data would result in faster closures for Experts' Take segment.
- The design elements could have accommodated a more brighter theme outlook for higher engagement on multiple channels.



people
matters

 darwinbox

H(R)EVOLUTION
PERSPECTIVES '23
EMPOWER & EVOLVE