



HIBOB HCM

A VALOIR ROI REPORT

March 2025

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Organizations need to make the most of their most expensive resource – their people – to compete effectively. Human resources (HR) leaders are challenged to deliver not only support for basic HR services and functions but also to identify and understand talent and skills gaps and workforce opportunities, to benchmark compensation and performance, and to measure and drive employee engagement.

Today's human capital management (HCM) systems need to be not just systems of record but also application platforms that provide structured workflows and visibility into data across HR applications and functions – with the flexibility to support changes over time as needed. In Valoir's analysis of the HiBob Bob HCM platform, we found that customers achieved a positive return on investment by driving increased productivity for HR leaders and management, reducing technology and data management costs, and reducing risk.

Human resources (HR) professionals are continuously challenged to do more with fewer resources to meet the needs of their organizations, managers, and employees. Those challenges are even greater for high-growth organizations that are often establishing and evolving practices as they go, onboarding a high number of employees, and integrating new operations and entities. As small and medium-sized organizations grow, they quickly outgrow the manual or point HR solutions that they have adopted, driving inefficiency and a lack of visibility.

While HR needs effective human capital management (HCM) systems to do their job effectively and efficiently, managers also need visibility into people data and tools to help them plan for and manage staff effectively. At the same time, employees expect HR self-service, control over their data, and enterprise applications that are consumer grade and easy – even engaging – to use.

HiBob

HiBob HCM provides core HR capabilities that enable HR leaders to automate HR processes and workflows, store data and documents, generate reports and analyses, and engage employees in one integrated solution. In addition to core HR capabilities Bob also includes modules for:

- Hiring and onboarding. Bob provides applicant tracking and job marketing to more than 2300 job boards. Bob's onboarding workflows automate the onboarding process while driving employee engagement.
- Performance and compensation. Bob supports 360-degree performance reviews and goal and growth planning. Compensation cycle support includes salary reviews, bonuses, and equity allocation.
- Employee surveys. Bob supports the development and fielding of employee surveys to measure employee satisfaction and engagement.
- Time off and time and attendance tracking. Bob supports time tracking and management for both salaried and hourly employees, automating time off request and approval processes. Bob's ability to track leave accrual and enable teams to create custom time and attendance policies in different geographies supports multinational management while handling local legal requirements.
- Whistleblower support. The Your Voice module provides employees with a safe and secure place to report workplace concerns or misconduct to support compliance with whistleblower protection laws.
- Workforce planning (WFP). WFP planning capabilities enable HR to map, track, and plan different hiring and staffing scenarios based on people data.
- Reporting and analysis. The People Analytics module helps HR and management measure and analyze HR data to track and manage key performance indicators (KPIs) and create and share reports.
- Payroll support. The Bob Payroll Hub provides a centralized dashboard for managing payroll data and synchronizing it with outside payroll systems. Bob also provides native payroll support for the United Kingdom.

In addition to the Bob modules, HiBob provides an integrated sandbox environment that enables HR leaders to test and optimize changes and new modules in a safe environment without impacting existing data.

To better understand how Bob is delivering value by helping HR leaders to meet the challenges of efficiency, compliance, visibility, and employee engagement, Valoir conducted in-depth interviews with a number of HiBob customers.

Why Bob

Valoir found there were four main reasons that customers chose Bob over other competing solutions: ease of use, rapid time to value, improved technology management/lower cost, and innovation.

EASE OF USE

All of the HiBob customers Valoir analyzed for this report cited ease of use – for managers, employees, and HR professionals – as a key factor in choosing Bob. Customers said:

It was important that HiBob was friendly for the employee, and it matched our demographic. It felt like a social media platform.

The big choice was do I go for a huge package like Oracle or Workday, but those work better for large corporations. We looked for a better user experience, and the social aspect.

We needed something that was highly self-explanatory. We didn't want something where managers needed a lot of training.

Ease of use contributed to lower training time for HR, employees, and managers and more rapid adoption, but also faster time to value.

RAPID TIME TO VALUE

Unlike other solutions that can take months or years to design, customize, test, and deploy, Valoir found that Bob's configurable drag-and-drop design enabled customers to rapidly learn how to customize and deploy Bob modules themselves. Initial implementations supported by the HiBob professional services team took from two to six months depending on the number of modules, number of countries and entities, and complexity of HR functions and HR managers were able to learn enough about Bob to change processes and configure and deploy new modules on their own during that process. Customers said:

From demo to implementation was about two months, and the core product took about four months and now we're looking to build on it. Once you get it and watch the videos it goes very quickly. We had a few meetings with the HiBob team but the majority of work we were able to do on our own.

Deploying the basics was three to four months. Most of it was on the data cleaning side and how we want our processes to work.

We were growing 40 percent year on year. We needed something that would be more agile and allow us to go into new markets and have a drag and drop approach to be more customizable as we grow.

The ease of use and configurable nature of Bob also enabled HR to depend less on IT or outside consultants for support when making changes to the application, driving lower technology management costs.

Valoir also found that Bob's integrated approach reduced silos across growing multinational companies, accelerating support for market entry

and growth while enabling centralized insights and workflow for data-driven decision making and action.

IMPROVED TECHNOLOGY MANAGEMENT / LOWER COST

Many HiBob customers Valoir analyzed had experience with other more complex HR solutions that required expensive IT resources or outside systems integrators or consultants not just for deployment but for ongoing changes or issues with their application. They pointed to Bob's lower support costs as another key motivator for choosing Bob. Customers said:

I went through a Workday implementation and it kind of felt like it was out of our hands. You pay for Workday and then pay for implementation partners on top of that. But with HiBob they guide you through how you do it and the best practices but then it's up to you. You're the experts in how you want the system to run and that gives you a lot of freedom, and you don't have to pay on an ongoing basis.

At the beginning – I was accustomed to SuccessFactors and SAP – in my mind I cannot touch the tool. Now with Bob you get the option to create the design, and it's completely adapted to your needs.

The main thing was really the user experience, design, and flexibility of the system. We didn't want an old-fashioned SuccessFactors and a monolithic platform where you need an army of consultants to get it implemented.

Valoir also found that many HiBob customers were able to experience technology management savings by moving from multiple applications and systems and manual processes to one integrated solution. Having one system with consistent data and processes and integrated analytics enabled them to have a single view of HR operations.

ONGOING INNOVATION

Many customers also cited ongoing innovation and HiBob's focus on delivering new capabilities customers need as a factor in selecting Bob:

They are constantly developing HiBob, and they are constantly improving the platform and listening to their customers – better than other HCM providers.

They continue to deliver. HiBob is so different than it was two years ago.

Key benefit areas

In analyzing the benefits customers achieved from Bob, Valoir found five main areas of benefit: increased HR productivity, increased manager productivity, reduced technology costs, increased visibility, and reduced risk.

INCREASED HR PRODUCTIVITY

Valoir found that the ease of use and simplicity of Bob, coupled with the ability of non-technical users to make changes to the system, enabled HiBob customers to increase HR staff productivity in four main areas:

General HR productivity

Organizations moving from spreadsheets or a combination of applications to Bob were able to increase general HR productivity by reducing the time they spent managing, consolidating, and verifying data and managing HR systems and applications. Customers said:

We have more time to focus on other things. Just with creating contracts and storing information in one place, we've cut our time spent on onboarding in half.

There's been a significant increase in our accuracy in payroll reporting, and it's faster. We used to use multiple spreadsheets and now we can pull reports right out of HiBob.

Because of the simplicity of the system and ease of use it has made HR more productive. It's easier for admins to make changes, and more than twice the time we spend on HiBob was spent on Success Factors.

Before our org chart was all in Excel spreadsheets. People would send their spreadsheets in and then we'd roll it all up into one spreadsheet, and run the risk of breaking it [the spreadsheet] monthly. It would take about a week.



HiBob customers experience general HR productivity savings from 1.25-12% depending on the size of the organization, the previous level of automation, pace of change, and HR complexity.

Valoir found that organizations moving to HiBob experienced general HR productivity savings of 1.25 to 12.5 percent depending on the size of the HR organization, the level of automation before Bob, the pace of change in the organization, and the complexity of the HR environment (such as regulatory requirements and the number of legal entities/countries supported).

In addition to the general HR productivity savings, Valoir found that HiBob customers were able to achieve additional incremental HR productivity savings through employee self service and automating onboarding, performance reviews, and offboarding.

Increased HR productivity – employee self service

Organizations deploying Bob to support employee communications and self service were able to reduce the time HR spent responding to employee requests for information and documents by reducing the number of requests by an average of 80 percent.



Bob self service enables organizations to reduce the volume of employee requests to HR by an average of 80%.

Increased HR productivity – onboarding

Organizations adopting Bob for employee onboarding were able to automate much of the employee onboarding process with customized onboarding workflows, saving time while ensuring consistency and compliance. HR leaders said:

Creating new employee profiles takes 2 minutes because HiBob creates it from the contract. With UltiPro, you have to do it manually and it takes 10-15 minutes.

All our onboarding is automated. Before we were making notes in Excel, trying to remember, and making lists each month of what to do. We're saving hours a day.

When we onboard, we have 20 automated tasks that are generated at different times based on the start date, and about 40 employees onboarded every week. Before HR had to do it all by hand.

We're 100 percent more productive. Before if TA had made an offer it would come to the HR inbox, a team member would reach out to the candidate, wait for them to come back, chase them down if they didn't. Now they don't do anything until the documents are on Bob and they create the contract. There's less back and forth with the new joiner and a task list so HR doesn't forget anything.

Before HiBob it was a drama to organize ourselves [for onboarding] – no one knew if we had called the employee to let them know simple things like how to arrive to office, etc. Now 100 percent of onboarding is in HiBob. It easily saves us two hours, and whatever office they join they get a specific onboarding flow.

Valoir found that HR teams using Bob onboarding were able to save two to four hours per new employee depending on the level of automation before Bob and the complexity of their onboarding process.



Bob Onboarding enables HR to save 2-4 hours per new hire depending on the level of automation before Bob and the complexity of the onboarding process.

Increased HR productivity – performance reviews

Organizations using Bob to support a more automated performance review process were able to reduce the time HR spent preparing for, collecting, formatting, and recording performance data and following up with managers and employees. HR leaders said:

For talent we used Excel files before Bob and it took a lot of time. Employees have 3 reviews a year the first year and 2 a year after that, and we would have to collect all the Excel files, reformat them. Export to Adobe, collect signatures, save the file, and record the rating in a separate spreadsheet which took 10-15 minutes per review plus time chasing them. All that's gone away.

We had something for talent, but there was a lot of manual work for HR. Maintaining the people in the system and setting up performance cycles was a manual job. Now, it takes half the time because all the data is there.

We're doing an annual salary review with Bob and before it was one to two months taking care of that and a complete nightmare. With Bob you have the option to automate the entire hierarchy. An e-mail goes to every manager with a timeline to select how much time they want with whom.

Valoir found that HR teams saved 10 to 15 minutes per employee per review cycle on performance reviews depending on the level of automation before Bob.



Bob enables HR to save 10-15 minutes per employee per review cycle on performance reviews, depending on the level of automation before Bob.

Increased HR productivity – offboarding

Organizations using Bob to support employee offboarding were able to save HR time by automating much of the offboarding process including revoking access to systems. Depending on the number of systems and complexity of the offboarding process and the relatively level of

automation before adopting Bob, this saved HR one to two hours per employee offboarded.



Automating offboarding with Bob enables HR to save 1-2 hours per employee offboarded, depending on the number of systems and complexity and previous level of automation.

INCREASED MANAGER PRODUCTIVITY AND EFFECTIVENESS

Valoir found that the ability for managers to see all their employee data in one system, easily generate reports, and initiate workflows on their own without the need for HR or IT intervention enabled them to reduce the time they spent requesting and validating information with HR or other sources. Customers said:

I used to spend a lot of time figuring out who's doing what when I needed to speak to a new leader in professional services or another department. Now I can go to the team on the org chart, see who they're reporting to, and their role and make sure I'm having a meeting with the right person rather than e-mailing colleagues that might know.

Because we work in Bob every day, managers can see all the changes as we go. Before they could only see it once a month. Now they can initiate certain flows on their own, and if they need to confirm something they can see it themselves. They don't have to ask us for contract information because they have access to all employee contracts of their direct reports.

A single source of truth saves managers time. They don't have to go to HR to find data or debate about what the truth is because they can see it for themselves. Before [Bob], answering managers' questions was 1/5 of HR's job. That's been cut by more than half.

Managers have a better experience managing time off for employees because balances are accurate. They can also see compensation and performance data. Before they would come to HR with the need for specific reports.

Because it's so easy to use it, [Bob] makes managers more productive. They can navigate very easily to see things like the org chart, and use their mobile to approve requests.

Valoir found organizations were able to increase manager productivity by one to six percent depending on the level of automation and visibility before Bob, the complexity of the work environment, and pace of change in the organization.



Bob enables organizations to increase manager productivity by 1-6% depending on the relative level of automation and visibility before HiBob, organizational complexity, and pace of change.

REDUCED OR AVOIDED TECHNOLOGY COSTS

Valoir found organizations moving to Bob were able to improve technology management in three main ways:

- By reducing the amount of time HR spent validating and reporting on data between multiple systems (counted above in general HR productivity)
- By reducing the time needed to support and keeping HR systems and technologies operational on an ongoing basis
- By taking advantage of HiBob's configurability to adapt the application or support the automation of new processes without the need for outside consultants or IT intervention.

HR leaders said:

Because of the simplicity of the system and ease of use it has made HR more productive. It's easier for admins to make changes, and more than 2 times the time we spend on HiBob was spent on Success Factors.

With Success Factors I had the feeling that all the time we had our fingers crossed hoping we didn't have an issue because as soon as we did it would be days before we got a reply or solution.

Oracle and SAP are more suitable for enterprises that can afford huge consultancies. If you want to change something, you have to be a programmer or have years of experience. Bob is designed so someone with basic training can build out functionality, which makes it a lot more accessible.

With other applications anytime you want to make big changes you need coders or outside consultants or expensive experts. With Bob, changing an onboarding process or task is something we can do ourselves, and basic maintenance is an HR task, not an IT one.

We left Success Factors because of the user interface. Users couldn't do standard things, and HR couldn't run reports by themselves – the IS team had to help them with everything.

Valoir found that organizations moving to Bob could spend 30 to 40 percent less on internal staff to support their applications (in the case of SAP or Workday), and avoid 90 to 100 percent of the outside consulting fees for HR system support, changes, and upgrades.



Bob customers can expect to spend 30-40% less on internal staff and avoid 90-100% of the consulting costs required for ongoing support of SAP SuccessFactors or Workday.

REDUCED RISK

Valoir found that the ability to use the core HR capabilities in Bob to automate tasks associated with areas such as employee contracts and offboarding enabled HR to reduce risk by ensuring processes were followed consistently and compliantly. HR leaders said:

A big part of how we use core HR is through flows and tasks lists to remind us of actions we have to do in HR. If someone's been on a flexible contract for year and we need to give them a fixed one, all those flows are automated with the required documents. Before we tried to remember and legally we had a significant gap that led to a legal case. Now we're covered because it's managed in flows.

Before Bob we had a big WhatsApp group. If someone was terminated in the evening, we would be notified and we had to manually cut off leavers. The platform wasn't secured on an enterprise level, and it wasn't doable from a compliance and legal perspective. With Bob it's easy because if you get terminated, you're automatically gone.



Support for standardized and automated processes and greater visibility enables organizations to reduce risk with Bob.

INCREASED VISIBILITY

Valoir found that moving to a single system for HR data and processes enabled HR professionals, managers, and employees to reduce the potential for manual errors and increase the accuracy of HR data for decision making. Leaders and managers said:

[Bob] is a fantastic source and insights into what's going on. In a fast-moving organizations working in different regions, I can have relationships with people from a global perspective. As a manager you know what's expected and that makes it easier, because you can see everything in one place.

Now we have a single source of truth, with employees, managers, and HR looking at data in the same place.

With Bamboo, we were prone to manual errors and data wasn't dynamic, and people were generating different reports with different data.

I now have a good understanding of when people are successful because of Bob, and that makes it easier to decide which hires will be good for a specific reason.

You don't want people to leave the team if they're successful. In Bob, our attrition bar shows the risk of people leaving; it's an indicator that I should focus on a specific person and have a conversation around career or around pay. There are a lot of recruiters trying to pull people away from us, and once they consider leaving, it's too late.



Increased visibility with Bob enabled HR to be more strategic, and enabled organizations to have more effective staff budgeting, planning, and talent management and retention practices.

Best practices

Valoir found there were a number of best practices customers followed to help them maximize benefits from HiBob including:

- Building a focused, simple business case. The best business cases only have 3-4 strong benefits with credible data supporting them.
- Taking advantage of Bob to drive consistent processes. Common workflows and one place where HR and related data “lives” ensures managers and employees follow consistent processes and best practices can be replicated across the organization.
- Aligning expectations, tasks, and key performance indicators (KPIs) across the organization and leverage Bob to reinforce them. Customers who invested the time upfront to map out processes were able to best take advantage of Bob’s capabilities to automate and streamline them.
- Leveraging workforce planning to make better hires, and Bob’s attrition alerts to retain them. Managers who used workforce planning were more likely to give recruiters clear and effective guidance on the needed skills and attributes of new hires, and hire appropriate talent for those roles. Attrition alerts helped reduce the risk of attrition by enabling managers to address it in advance.
- Take advantage of HiBob’s kudos for employee recognition. When recognition was embraced as part of the overall HR technology strategy within Bob, the technology became a natural reinforcer of company culture and performance.

Data summary

Benefit	Description	Factors influencing scale of benefit
General HR productivity	1.2-12% savings	<i>Organization size, previous level of automation, pace of change, HR complexity.</i>
HR productivity - employee self service	80% average reduction in employee requests	<i>Previous level of self-service capabilities</i>
HR productivity - onboarding	2-4 hours saved/hire	<i>Previous level of automation, complexity of onboarding process</i>
HR productivity - performance reviews	10-15 minutes saved/employee/review cycle	<i>Previous level of automation</i>
HR productivity - offboarding	1-2 hours saved/employee	<i>Number of systems, complexity, previous level of automation</i>
Manager productivity	1-6% savings	<i>Previous level of automation and level of visibility, organizational complexity, pace of change</i>

Looking ahead

As companies seek to compete on talent, providing HR and business leaders – as well as employees – with a consistent yet flexible HR technology environment drives increased efficiency and productivity, greater employee engagement, and improved performance. This is particularly true for growing organizations that need to quickly scale up talent, manage staff in new locations and geographies, and drive both employee engagement and visibility for decision making.

Valoir found that the key strengths that drive Bob customer adoption include its rapid time to value, support for improved technology management, ongoing innovation, and ease of use.

An intuitive, social media-like interface simplifies adoption and effective use for HR professionals, managers, and employees alike. Additionally, Bob's drag-and-drop design allows for quicker deployment and greater

self-sufficiency, reducing reliance on IT and consultants and driving lower overall costs.

Valoir also found that Bob's integrated platform approach fosters centralized data and streamlined workflows, enabling regional and departmental flexibility and cross-organization visibility – which was particularly important for HiBob customers seeking to support rapid growth and geographical expansion.

HiBob's focus on rapid time to value, continuous innovation, and responsiveness to customer needs enables organizations to achieve rapid time to value and support growth over time with a cost-effective, flexible HCM solution.

Valoir is a technology analyst firm providing research and advisory services with a focus on the value technology delivers. With deep expertise in CRM, HCM, customer and employee experience, AI, and enterprise applications, Valoir helps clients understand and maximize the value of technology. For more information, contact Valoir at www.Valoir.com or 1-617-515-3699.