



Presentation Topic: **The Impact of Emerging Technologies on HRM: A Case Study of BT**
Group

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Presentation Slide & Video Link

Video Link (Microsoft Stream): [polash.mp4](#)

Presentation Slide Link: [BT Group HRM_BMMB7025D.pptx](#)

Slide 1: Beginning

Good morning, everyone. My name is Sheikh Polas Ahmed, and today I will be presenting on *The Impact of Emerging Technologies on HRM: A Case Study of BT Group*.

This presentation is part of my MBA module on Managing People in Organisations. The presentation evaluates how emerging technologies such as AI and data analytics shape Human Resource Management practices at BT Group through critical analysis.

The presentation examines how these technologies enable BT Group to optimize their HR procedures while strengthening their talent systems and maintaining sector leadership in telecommunications.

Slide 2: Introduction

This slide demonstrates how AI technology and predictive analytics modify the HR operations of BT Group. The recruitment process has become more efficient because of these technologies which now offer improved capabilities for measuring performance and enhancing employee engagement.

BT Group optimized its HR operations after implementing SAP SuccessFactors because this integration reduced their HR functions from 200 separate operations to only 80 discrete operations (SAP, 2017).

BT Group achieved elimination of obsolete systems through implementing modern automated systems that use cloud solutions. The system allows instant decision-making capabilities that boost operational effectiveness for the company (Greenberg, 2023).

BT Group implements modern HR practices through hybrid work models and employee self-service platforms and green HRM initiatives that enable HR professionals to enhance business value (Surajkumar et al., 2023; Duggan et al., 2020).

Slide 3: Emerging Issues in International HRM

We analyze the current challenges in International HRM at BT Group which arise from their global business expansion and their adoption of new technologies.

1. Central HR Platform

BT Group established a central HR platform which brings standardization to all international operations through uniform HR practices (Accenture, 2024).

2. Employment and Data Protection Regulations

BT Group faces operational difficulties when it must comply with multiple employment and data protection laws that differ between geographic regions. The diverse approaches of countries force organizations to customize their HR system implementations for local law compliance (Aston Centre, 2018).

3. Multinational Coordination via Cloud-Based HR Systems

BT Group leverages cloud-based HR systems for multinational coordination, enabling seamless management of HR functions across different geographical regions. The system requires this coordination to achieve worldwide consistency alongside local requirements (SAP, 2017).

4. Protocols for International Staff

BT and similar modern businesses need effective protocols to properly integrate employees who work across multiple international regions. The established protocols enable workforce transitions with ease while handling employees from different cultural backgrounds (Kravariti & Johnston, 2020).

5. Remote Work Solutions

Remote work solutions have created new problems that affect the unification of corporate culture. The challenge of uniting corporate culture across different work locations becomes complex when employees work from various locations according to Duggan et al. (2020).

6. Global HR Management Solutions

BT Group implements cutting-edge HR management solutions which assist its worldwide workforce consisting of 130,000 personnel distributed across 180 countries.

The solutions play a vital role in worldwide operational efficiency and employee needs management (SAP, 2017).

Slide 4: Influence of AI on Strategic Aims

The slide demonstrates how AI technology shapes the strategic directions and organizational targets of BT Group.

1. Supports BT's Vision of Digital Transformation

Digital transformation strategies at BT rely fundamentally on artificial intelligence technologies for remaining competitive within their market sector characterised by quick change. BT establishes itself for future success through AI implementation in its HR practices according to Accenture (2024).

2. Predictive Analytics for Organizational Needs

The data-driven capabilities of AI enable BT to forecast organizational requirements so the company can develop strategic plans and execute proactive business choices. The predictive features allow the company to create business plans which match current market needs together with future market requirements (Greenberg, 2023).

3. Enhancing Workforce Transition and Leadership Development

AI technology enables BT to optimize its internal workforce transition procedures. AI technology at BT enables the development of future leadership competencies which creates a qualified leadership reserve to propel organizational growth (Lado & Wilson, 2020).

4. Real-Time Workforce Performance Data

AI systems at BT enable the collection of real-time workforce performance data, which provides valuable insights into employee engagement, productivity, and overall performance. This data allows BT to optimize its HR strategies and make informed decisions (SAP, 2017).

5. Monitoring Employee Engagement through Qualtrics

BT uses the Qualtrics platform to monitor essential employee engagement events, called *Moments that Matter*. This enables the company to capture and respond to critical moments in the employee experience, fostering a positive and productive work environment (SAP, 2017).

Slide 5: Strategic Benefits of HR Technology

In this slide, we explore the key strategic benefits of HR technology that BT Group has leveraged to enhance its operations.

1. 1 Million Productivity Hours Saved Annually

The implementation of advanced HR technologies has resulted in significant time savings. BT Group has saved over 1 million productivity hours annually, allowing employees to focus on more value-added tasks, contributing to overall efficiency (Greenberg, 2023).

2. Instant Access to Analytics for 11,000 Managers

With the adoption of cloud-based HR systems, BT Group provides 11,000 managers with instant access to key workforce analytics. This access empowers managers to make informed decisions, improving HR management and operational outcomes (SAP, 2017).

3. Retirement of Legacy Systems

The retirement of 30 legacy HR systems has enabled BT Group to reduce IT expenses, streamlining its operations and improving system performance. By eliminating outdated systems, BT has been able to create more efficient HR processes (BTwatch, 2023).

4. Advanced Recruitment and Onboarding Systems

BT has enhanced its recruitment and onboarding systems through advanced technology, which has improved system performance. These systems allow for more effective talent acquisition and a smoother onboarding experience for new hires (Accenture, 2024).

5. Enhanced Employee Experience Programmes

BT Group has launched employee experience programs which integrate its core values under the simple, personal, brilliant framework. The initiatives work to enhance employee satisfaction and engagement which builds a positive work culture according to Personnel Today (2003).

6. Goal-Setting and Performance Tracking Systems

BT Group maintains goal-setting systems together with performance tracking methods throughout its standard operational procedures. Business success results from these systems which keep employees focused on organizational objectives and performance expectations (SAP, 2017).

Slide 6: Talent Management Innovations

This slide examines the talent management innovations at BT Group with a focus on the SAP SuccessFactors system implementation.

1. Leadership Development and Succession Model

The SAP SuccessFactors system functions as a primary tool for BT to develop its leaders and plan management succession. The company utilizes an SAP SuccessFactors system to track 83 professional specialisms across 557 skills which enables them to discover and develop future leadership candidates. SAP SuccessFactors serves as a vital system that enhances both leadership succession and organizational strategic planning (SAP, 2017).

2. Employee Retention and Career Transparency

SAP SuccessFactors delivers two essential features to organizations through its transparent career path display and employee work visibility. Staff retention grows stronger because employees clearly understand their career advancement possibilities inside the organization (Akunda et al., 2018).

3. Competency-Building Methodology

BT enhances its strategic goal fulfilment through a competency-building methodology. This approach integrates learning opportunities alongside mentoring programmes, ensuring that employees develop the skills needed to meet the company's evolving needs (Torrington & Hall, 2019).

4. Commitment to Sustained Capability Growth

BT is committed to sustained capability growth over the long term. Through initiatives like SAP SuccessFactors, the company ensures that its talent pool is always prepared to meet future challenges, reinforcing its position as a forward-thinking organization (Accenture, 2024).

Slide 7: Global Comparison

In this slide, we compare BT Group's HR technology with that of its global competitors.

BT has made significant strides in digital HR transformation, advancing ahead of global competitors in this area. The AI-driven unified HR system that BT employs ensures digital leadership in employee management. Its hybrid approach to HR, which integrates both digital and traditional methods, sets it apart from competitors like Vodafone and Deutsche Telekom, whose HR models are less integrated (van Vulpen, 2020).

BT's superior employee management is largely driven by the SAP SuccessFactors system, which allows the company to overcome the limitations of separate information systems that other companies still face. This centralized system enhances operational efficiency while improving talent management (Greenberg, 2023).

Additionally, BT's centralized analytic capabilities play a key role in enhancing global operations and improving both talent optimization and compliance efficiency. These capabilities give BT a competitive advantage in managing its international workforce (BTwatch, 2023).

Finally, the HR industry views BT as a benchmark for technological HRM advancements, particularly due to its achievements in integrating cutting-edge technologies into HR practices (Outsourcing Digest, 2008).

Slide 8: Recommendations

In this slide, we provide recommendations for BT Group to enhance its HR technology and practices.

1. Develop Predictive Workforce Planning Systems

AI technology at BT has experienced notable advancements but the company needs to develop better predictive workforce planning systems for further improvement. The company will gain better insight into workforce requirements to develop more effective long-term workforce strategies (Lynch, 2018).

2. Implement AI-Operated Chatbots

BT needs to establish AI-operated chatbots for employee communication which will offer prompt assistance and service. The automated onboarding process enabled by these chatbots would enhance employee experience by delivering streamlined guidance according to Duggan et al. (2020).

3. Mobile-Based Payroll and HR Services

BT should provide mobile-based access to its payroll and HR services in order to enhance accessibility. The mobile-based access to HR services would enhance user satisfaction by providing anytime-anywhere convenience (SAP, 2017).

4. Implement Machine Learning Models for Skill Deficits

BT needs to establish machine learning models that will identify skill deficiencies among its workforce. The company will be able to anticipate training requirements through these initiatives which will help develop necessary employee skills for future challenges (Iles, 1993).

5. Leverage Employee Feedback for Real-Time HR Interventions

BT should leverage employee feedback data for real-time HR interventions. Using platforms like Qualtrics, BT can gather insights on employee engagement and make data-driven decisions to improve HR practices (Qualtrics via SAP, 2017).

6. Dedicate Continuous Efforts to Eliminate Outdated Systems

Finally, BT must continuously work to remove manual processes and eliminate dependence on outdated systems. By dedicating efforts to upgrading and modernizing HR technologies, BT will improve efficiency and stay ahead of industry trends (Accenture, 2024).

Slide 9: Conclusion

In conclusion, BT Group effectively implements AI systems alongside advanced technologies in their HRM operations to drive strategic development. These innovations provide a competitive advantage and enhance operational performance, supporting BT's continued growth and success (Personnel Today, 2003).

The SAP SuccessFactors platform plays a crucial role in powering BT's digital transformation, improving operational efficiency and enabling data-informed decision-making (Accenture, 2024). This system not only enhances employee management but also aligns with BT's strategic goals of driving innovation and maintaining a competitive edge.

BT serves as an excellent case study in demonstrating how HR technology supports long-term business objectives. The company's sustained investment in artificial intelligence, coupled with its focus on mobile accessibility and predictive insights, creates a strong foundation for future innovation and ensures strategic agility (Greenberg, 2023; Lynch, 2018).

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