



Excerpts from an interview with

Andreas Binmyr | Group Head of HR Technology,
Transformation and Data, AL-Futtaim, UAE

What are the current challenges for HR?

Multiple challenges and many challenges have been observed for some time. I think many can still relate to the challenges of HR truly influencing and supporting change in the business. I also think that HR itself will have major challenges in terms of upskilling itself, to become less of a Policy and Compliance police, to a function that is enabled by and driving digital in the corporate world.

“Today’s Challenges are becoming tomorrow’s trends and opportunities”, what are your views about this statement?

Challenges are always opportunities in my view, however I would like to add that the future is coming faster and faster and velocity of new innovations and technologies will mean that the HR function constantly need to be on high alert for changes in the business and to itself as a function.

What technologies are going to change the biggest Impact on your HR department in Future?

The path of AI is the most obvious one and it will come into all aspects of HR within the next 2-3 years. As a help/support, all the way from Talent Acquisition optimization, to learning and succession recommendations to the ChatBot that will know what you need help with – without you asking it. The list goes on....

What are your strategies for Employee Engagement and Experience?

We have invested in a new technology that allows us to very quickly set up, deploy and get feedback from our employees. It's been a good enabler during the Covid-19 crisis to better understand what is going on with our employees.