

DATA DRIVES DECISIONS™

What's Hot in People, Tech and Benefits?

Large US Employers

Employee needs and expectations continue to rise, while budgets remain tight. Employers recognize that their people strategies are critical for future business success and their top concerns include building and maintaining workplace culture, attracting and retaining top talent, and supporting employee wellbeing.

A recent poll on organizational wellbeing highlights some of the HR and benefits priorities and challenges facing large US employers today.

Top 3 strategic priorities for attracting, retaining and engaging talent in 2025

Rising costs are forcing employers to focus on optimizing their benefits in 2025, followed by management training and improving internal communications.

**Strategies for talent retention and future business success**

Nearly all employers (92%) report that employee wellbeing is an important component of their people strategy as they look to increase job satisfaction, improve engagement and lower turnover rates.

Strategic Benefit Priorities

Enhanced benefit communications



Benefit affordability



Vendor partner accountability



Strengthening trust in leadership is also a priority

**HR Technology and Organizational Wellbeing**

Utilization of HR technology continues to fall behind in building organizational wellbeing. A significant barrier is that leadership often does not fully understand the value of such investments.

Investing in HR Technology

Agree their organization sees HR tech investment as a way to improve wellbeing



Say it is somewhat difficult to obtain leadership buy-in for HR tech investments



Say leadership doesn't understand the value of the investment