

# Recursos Humanos en la era digital



High performance. Delivered.



  
accenture

Strategy | Digital | Technology | Operations



**SOCIEDAD  
&  
CONSUMIDOR**



**DEMOGRAFÍA  
Y CAMBIO  
GENERACIONAL**



**TECNOLOGÍA  
&  
DISRUPCIÓN**

**DIGITAL**

**DIGITAL**

**DIGITAL**



**TALENTO  
MILENIALS**

Colaboración

Diversidad

Felicidad

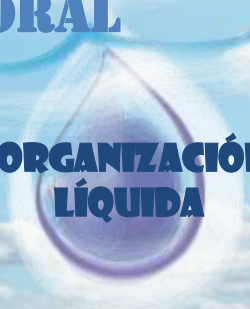
**PROLONGACIÓN  
LABORAL**



**COMPAÑÍA  
DIVERSA**



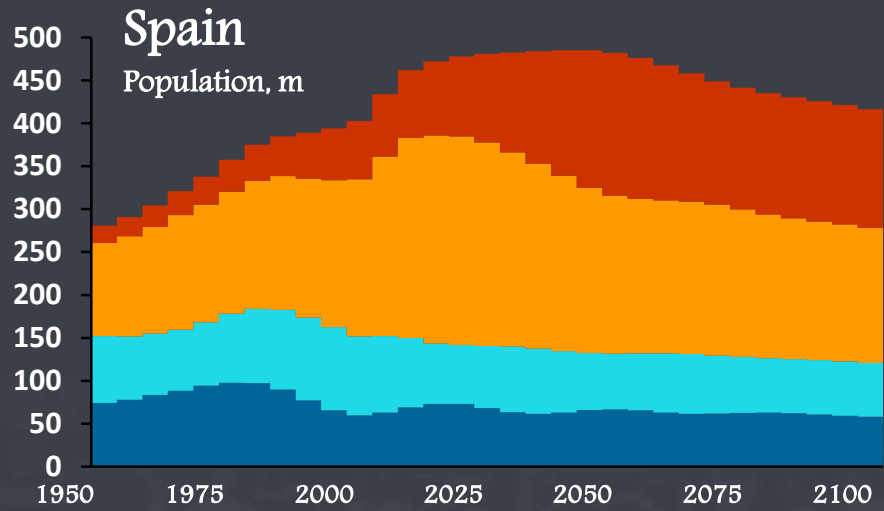
**EMPLEADO  
FLUIDO**



**ORGANIZACIÓN  
LÍQUIDA**



**DIGITAL  
HHRR**



% of Spain population aged

>65

1990

13.7%

2010

17.1%

2030

24.1%

2050

34.5%

65+

29-64

15-29

0-14

### Self-directed



75% of interactions by 2018 will be initiated through online or mobile channels

### Value Seeking



20% of customers switched retail banks in 2012, and 26% added banking providers<sup>1</sup>

### Connected



2 out of 3 customers consider it "extremely important" to be able to buy what they want, when they want<sup>1</sup>

### Social



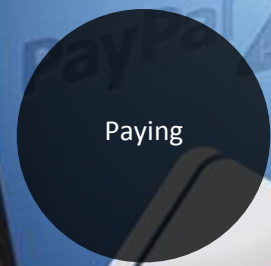
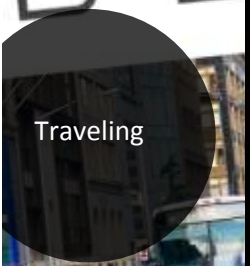
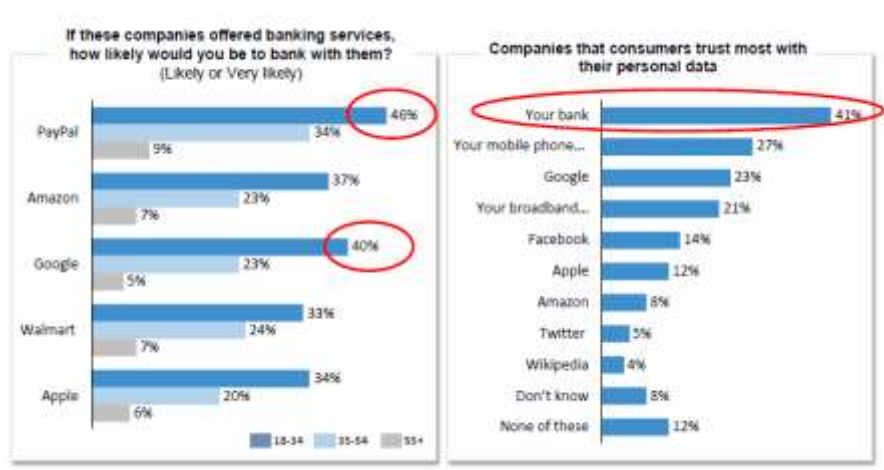
1 out of 2 Customers use social media as an appropriate source of product information<sup>1</sup>

### Experiential



1 out of 2 customers view shopping as an "experience", rather than a mere transaction<sup>1</sup>

<sup>1</sup> Data as of 2012. Source: Aberdeen Group Consumer Survey 2012







# RISE of ROBOTS





# Hypnos vs Geeks vision





Libertad de  
Elección



Velocidad.  
100% on-line

Personalización.  
A la Carta



Innovación



Ocio, Diversión,  
Felicidad



Integridad

Colaboración



Carreras  
Dinámicas

