

Application Form - Excellence in AI and Digital HR

Definition

Excellence in AI and Digital HR recognizes organizations that lead the way in transforming their HR function through advanced technology, AI, and data-driven workforce insights. Organizations should have adopted intelligent platforms—such as predictive analytics, generative AI solutions, automation, and aspirational HR systems—to optimize processes, elevate employee experience, enhance service quality of their HR function and unlock meaningful talent intelligence. Their approach reflects a forward-thinking, digitally mature, and people-centric vision for the future of HR.

Evaluation Parameters

INNOVATION	IMPACT	SCALABILITY
<ul style="list-style-type: none"> • Creative solutions for driving digital first and data-driven process and workflow improvements and enabling systemic changes at an organisation level that allow for tech-enabled cultural transformation. Through smart algorithms, workflow automation, and AI-powered decision support, they achieve measurable gains in efficiency, accuracy, agility, and organizational performance. • Variety of approaches/delivery modes/platforms used in the project/ initiative • Awareness generation and popularizing the system/process in the organization (communication & engagement) • Integration of the project/ initiative with the HR strategy and overall organization strategy 	<ul style="list-style-type: none"> • Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at employee, stakeholder and systemic levels) • Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics) • Parameters used to measure the satisfaction level, usage, data security & integrity and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics) • Recognition of the initiative/ project in internal and external forums 	<ul style="list-style-type: none"> • Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters process and operational improvements, employee engagement, resource optimization, organisational transformation by leap-folds and cultural impact on work ideation, planning & execution • Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership & accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals) • Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines) • Continued improvement in the metrics/sustained reasons made through design elements and implementation planning

Eligibility Criteria

Eligible initiatives may be single or multiple programs that have been effectively operational (implemented and not just in planning phase) for at least 12 months. The following are indicative disciplines that the initiative could fall under:

- Digitalization of HR Processes (Digital Recruitment & Intelligent Hiring Systems, Employee Self-Service Systems, Performance/Learning/Rewards/Payroll Systems or Platforms)
- HR Analytics and Reporting
- Digital Employee Engagement and Communication Platforms/Processes
- AI (Artificial Intelligence) or ML (Machine Learning) in HR processes/systems

APPLICATION FORM

As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the project/ initiative has been in operation (implemented and not just in planning phase) in the entity applying for the award for minimum 12 months.

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: _____

Designation: _____

Email: _____

Contact Number: _____

Section A - Participant Information

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (share full registered name):
2. Please share abbreviation of the Company/Entity Name (this is for publishing/printing on certificates and additional collateral, if you are a winner of the SHRM STAR Awards 2025):
3. Upload a hi resolution jpeg file of your company logo (this is for our records and publishing on the website, if you are a winner of the SHRM STAR Awards 2025):
4. Date of Incorporation of Company/Entity:
5. Parent Company Name (if applicable):
6. Parent Company Headquarters (if applicable):
7. Regions of Operation (if applicable):
 1. GCC (Gulf Countries Corporation)

2. Levant
3. North Africa
4. Europe
5. Americas
6. Asia-Pacific
7. Others (please specify)

8. Nature of Business/Industry Type:

1. Healthcare
2. Pharmaceuticals
3. Manufacturing
4. Services
5. Hospitality
6. IT/ITeS
7. Consulting
8. Education
9. Automotive
10. Military
11. Real Estate
12. Others

9. Nature of Ownership:

1. Corporate
2. Partnership
3. Trust
4. Government
5. Semi-Government
6. Foreign Owned Multinational

10. Revenues (as of Financial Year 2025)

1. < \$ 5mm

2. > \$5mm < \$20mm
3. > \$20mm < 50mm
4. > \$50mn

11. Structure of the HR function

1. Centralized versus decentralized
2. Outsourced/In-House HRIS
3. Extent of automation

12. Financial Year followed (Responses provided in Section A and B will be considered accordingly)

1. Jan – Dec
2. Apr – Mar
3. Jun – Jul
4. Other

13. HR Metrics:

Metrics	Unit	FY 2023-24	FY 2024-25	FY 2025-26
Revenue Growth	%			
Profit Growth	%			
Total Employee Headcount (Full Time Equivalent/ Permanent Employees)	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength (FTE)	Nos.			
HR to Employee Ratio	%			
Diversity Ratio [females, males, differently abled]	%			
Average Employee Age	Years			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

Section B – Quantitative and Qualitative Metrics

This section covers the **quantitative and qualitative aspects of the initiatives** under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

For the **qualitative** section, space is available to capture **details of the depth and breadth of your organization’s initiative**. Please restrict your responses in this section to approximately **500 words per response**.

For the **quantitative** section, please provide **metrics that support the responses provided in the qualitative section with tangible metrics that show the direct and indirect impact of the initiative/s**. A few indicative options of metrics tracked for this award category are provided for each sub-element. You may fill the details basis the metrics that are tracked in your organization.

Both the quantitative and qualitative aspects follow the **three pillars of evaluation, which are Innovation, Impact and Scalability**. Each evaluation criteria is clearly defined. Please go through the definitions for each and share your responses accordingly.

INNOVATION

This criterion looks at:

- **Creative solutions for driving digital first and data-driven process and workflow improvements and enabling systemic changes at an organisation level that allow for tech-enabled cultural transformation. Through smart algorithms, workflow automation, and AI-powered decision support, they achieve measurable gains in efficiency, accuracy, agility, and organizational performance.**
- **Variety of approaches/delivery modes/platforms used in the project/ initiative**
- **Awareness generation and popularizing the system/process in the organization (communication & engagement)**
- **Integration of the project/ initiative with the HR strategy and overall organization strategy**

INNOVATION: Qualitative Metrics

For the qualitative section, space is available to capture details of the depth and breadth of your organization’s initiative. Please restrict your responses in this section to approximately 500 words per response.

- 1. What were the key problem areas/ issues faced by the organization that required an innovative initiative/ organization-wide change to be implemented? Who was the primary driver for the initiative?**

[Indicative qualitative metrics – high cost of operations (time, money or effort), high number of errors, limited view of data being processed, subjective and perception based decision making, resource under-utilisation/ over-utilisation, etc.]

- 2. Describe the initiatives that emerged to address the above-mentioned problem areas/ issues and their key objectives.**

INNOVATION: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- Creative and tech-enabled solutions:
 - % of HR transactions processed through AI or automation (e.g., chatbot, workflow automation, digital assistant, learning, hiring & onboarding, payroll, benefits); Reduction in processing time for HR services due to tech-enabled solutions (Case resolution time); Implementation of advanced technologies (e.g., AI, machine learning, blockchain) in HR processes
 - Increase in prediction accuracy of AI models (attrition, skills match, workforce planning), Number of new analytics dashboards or AI insights launched to support decision-making (real-time predictive dashboards rolled out across business units)
- Variety of approaches/delivery modes/platforms used in the project/ initiative
 - Number of distinct AI or digital platforms implemented (e.g., predictive analytics engine, AI chatbot, automated case management system, digital HR marketplace)
 - Increase in multi-platform adoption rates (web, mobile app, chatbot, voice assistant)
- Awareness generation and popularizing the system/process in the organization (communication & engagement)
 - Employee feedback and evaluation scores for AI and Digital HR initiatives, Increase in voluntary usage of AI-enabled HR services (self-service transactions, chatbot queries, digital forms)
 - Reach and engagement rates of digital HR campaigns (emails opened, microsite visits, chatbot demos viewed), Training completion and certification rates for digital HR tools or AI literacy programs
- Integration of the project/ initiative with the HR strategy and overall organization strategy
 - % of HR and leadership level KPIs linked to digital or AI-driven insights (e.g., predictive hiring accuracy, internal mobility forecasting)

- Number of strategic HR decisions influenced by AI-generated insights (e.g., workforce planning models, attrition predictions)

IMPACT

This criterion looks at:

- Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at employee, stakeholder and systemic levels)
- Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics)
- Parameters used to measure the satisfaction level, usage, data security & integrity and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics)
- Recognition of the initiative/ project in internal and external forums

IMPACT: Qualitative Metrics

3. To what extent has the digitalization of HR processes improved key organization performance as compared to the earlier process? What were the challenges you faced during the tech/ AI/ tool adoption/ implementation and how they were addressed?

[Indicative qualitative metrics – Alignment with strategic business goals, measuring KPIs, measuring intangibles, showing correlations and patterns, enabling predictions, cultural transitions, data integrity & security, decision-making, etc.]

4. How did you assess the effectiveness of the initiatives undertaken and what were the results?

[Indicative qualitative metrics – Level of employee self-reliance achieved, ease of access and control over employee information, greater transparency and fairness as perceived by the employees, reduced administrative burden, time saved, etc.]

5. What impact have your initiatives had on your key stakeholders? How are different HR systems integrated to offer the employee a seamless experience?

[Indicative qualitative metrics – employee satisfaction, better engagement, talent attraction & retention, reduced operating costs, increased managerial empowerment resulting in improved decision-making ability, etc.]

IMPACT: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- **Business and Strategic Impact**
 - Reduction in HR operational costs due to AI-enabled efficiencies (e.g., cost or time savings for talent screening, employee benefits processing, performance management cycle implementation)
 - Volume of talent intelligence generated (e.g., number of skills mapped, profiles analyzed, risk alerts generated), Accuracy improvement in predictive models (e.g., attrition prediction accuracy), Increase in internal mobility or hiring efficiency due to AI-driven talent insights
- **Systemic Impact**
 - % of HR processes fully digitized/AI-augmented across employee lifecycle stages; Reduction in data errors or inconsistencies after AI implementation
 - Increase in cross-functional decision-making accuracy based on unified digital workforce dashboards
- **People Impact**
 - Increase in satisfaction scores for AI-enabled HR services (digital NPS); % of employees actively using AI-enabled HR platforms (monthly active users); % of employees receiving AI-personalized experiences (learning pathways, well-being nudges, career recommendations)
 - Reduction in employee queries or escalations due to better digital self-service; Time saved per employee through automated workflows (e.g., average of 2–3 hours saved per employee per month)
- **Stakeholder Perception and Recognitions**
 - Improvement in brand reputation and stakeholder trust, increase in perceived sentiment scores (e.g., higher confidence in HR analytics)
 - Increase in AI and Digital HR related positive media mentions or social engagement metrics, awards received for the initiative in internal or external forums, industry associations, regional/ global forums

SCALABILITY

This criterion looks at:

- **Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters process and operational improvements, employee engagement, resource optimization, organisational transformation by leap-folds and cultural impact on work ideation, planning & execution.**
- **Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership & accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals)**
- **Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines)**
- **Continued improvement in the metrics/sustained reasons made through design elements and implementation planning**

SCALABILITY: Qualitative Metrics

6. What are the key factors that are required for the initiatives to sustain and grow over the next few years?

[Indicative qualitative metrics – Continued support and involvement of top management, Budget allocations, periodic audits, formal defined policy, periodic technology training for HR/staff, increasing level of employee involvement etc.]

7. What are some of your planned AI and Digital HR initiatives for the next 2 to 3 years?

SCALABILITY: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- Long-term Commitment and Resource Prioritization:
 - Timelines or financial commitments, resource allocations for long-term goals and milestones set for AI and Digital HR initiatives (consistency in planning and implementation, success metrics for employee engagement, organizational resilience and cultural impact, % of Digitilization funds allocated across multi-year cycles)
 - Milestones for an employee led, technology enabled action plan with data driven tracking & implementation (dashboards, impact-tracking tools, % of enterprise systems integrated with AI-enabled HR tools over multi-year cycles), number of dedicated digital HR / AI roles created (e.g., HR data scientists, AI product owners) added annually
- Continuous Improvement:

- Number of evaluations and audits conducted to assess AI and Digital HR program effectiveness, Number of enhancement releases or feature upgrades made to AI-enabled HR solutions per year, reduction in identified gaps or risks across annual AI and Digital HR audit cycles (% improvement)
- Adoption rate of digital and AI platforms or tools across departments/regions (% coverage); Increase in user adoption rates after each optimization cycle
- **Integration with Business Strategy:**
 - Degree of alignment between AI and Digital HR initiatives and the company's core business strategy, inclusion of AI and Digital HR goals in employee performance metrics and reports (Consistent financial and people related investments, % of business units with AI and Digital HR-linked KPIs)
 - Number of strategic projects, decisions directly impacted by AI and Digital HR data or analytics
- **Transparency and Reporting:**
 - Frequency of AI and digital HR reporting cycles (e.g., monthly dashboards, quarterly board updates, data on use of HR analytics, Agentic AI, GenAI platform integrations, improvements in digitalization metrics); % of AI models or digital HR data externally validated or audited for accuracy and fairness
 - Number of system-generated insights shared with stakeholders (reports, alerts, dashboards)
- **Sustainable Impact:**
 - Expansion of AI and Digital HR initiatives across regions/business units (scalability index); % of AI-enabled HR processes maintained without additional resources (self-sustaining automation)
 - % of AI-enabled HR processes maintained without additional resources (self-sustaining automation)

8. Please use the space below to add any further details/information to supplement your responses provided in the above three sections for Innovation, Impact and Scalability.

Note: You may choose to attach up-to five supporting collaterals for a particular award category (maximum file size: 5 MB for PDF and 2 GB for MP4). These collaterals will be accepted only in the form of PDF documents or MP4 video files. [Please note no excel formats, links hyperlinked in text will be accepted. In case of a video submission, this video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.]

GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY

Terms	Descriptions
FY (Fiscal Year)	Refers to the financial year followed in the region. 1 st April to 31 st March (Please clarify in section A in case of exception)
Leadership Team	The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).
Senior Management	This includes first level reports of the Leadership Team
Middle Management	This includes senior managers with experience ranging between 8 to 16 years
Junior Management	This includes first level managers with experience ranging between 2 to 8 years
Staff	This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)
Blue Collar	Skilled and unskilled workers
Full Time/ Permanent Employees	These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.
Employee Growth Rate	Year on Year increase in the number of employees (Full time and Permanent employees only)
Average Employee Age Group	This refers to the average age group (range) within which most of the organization's employees would fit.
Offer Drop %	Percentage of Employment Offers rejected
Employee Engagement Scores	We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents.
Customer Satisfaction Scores	Customer Satisfaction Scores captured through a survey. This includes external customers only.