

# Digital HR Survey 2020

## Government and Public Sector in the Middle East

### COVID-19 as a catalyst for change

- 73% of respondents from the Public Sector confirm that COVID-19 has accelerated digital transformation.
- To drive productivity, Public Sector organisations could provide their employees access to more digital technologies and collaboration tools.



### Digital HR in focus

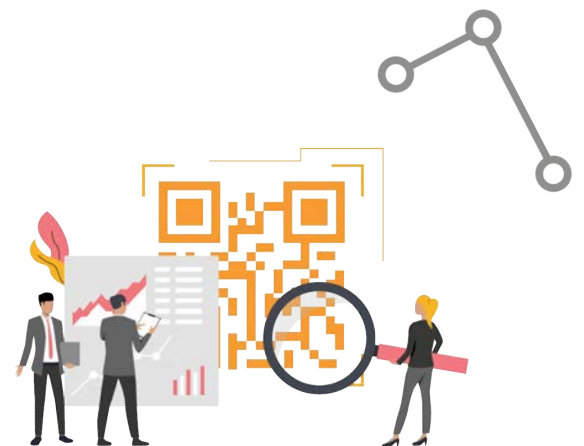
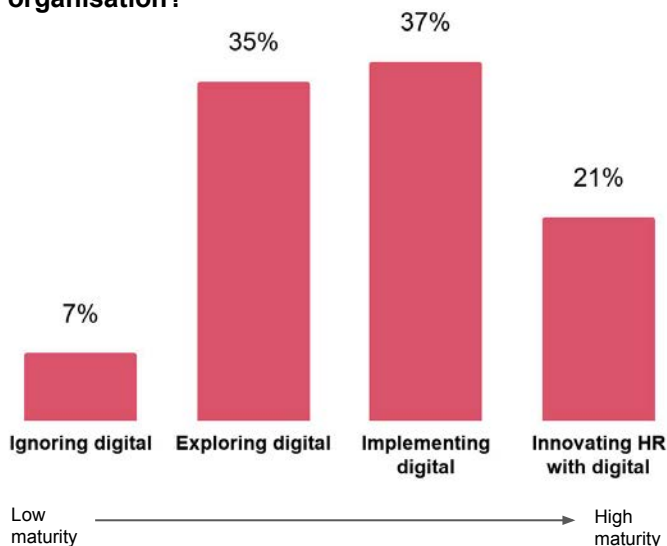
HR and finance are the two functions in the Public Sector that need the most reskilling.

21% of respondents from the Public Sector said that their organisation is innovating HR with digital technologies compared to just 9% of respondents from other sectors.

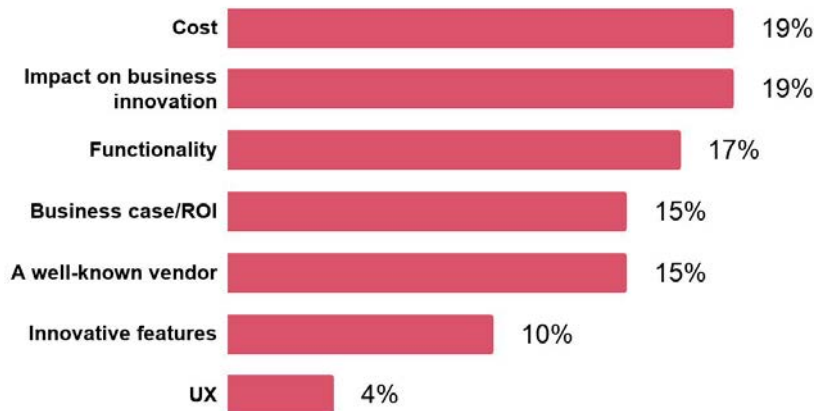
Which 'traditional' functions need more reskilling due to digital transformation?

Human resources (HR)	43%
Finance	40%
Legal and compliance	34%

What is the digital maturity level of the HR function in your organisation?



## How does your organisation decide on what technologies it will implement?

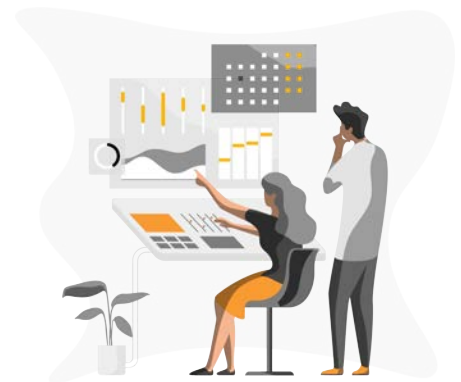


The top factors considered by organisations in determining which technologies to implement are cost and impact on business innovation.

## What does a digital future for HR look like?

**41%**

of respondents consider the head of the organisation the key sponsor of digital transformation.



## What processes and HR activities in your organisation will be more impacted by digital disruption?



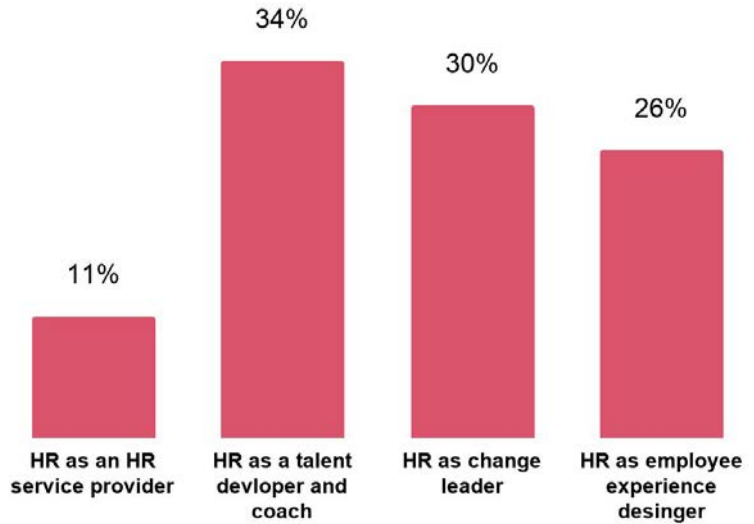
Reporting & analytics and training & development are most likely to be impacted by digital disruption.





### In what direction do you believe the HR function should change in the future?

34% believe HR should evolve into a talent developer and coach in the future.

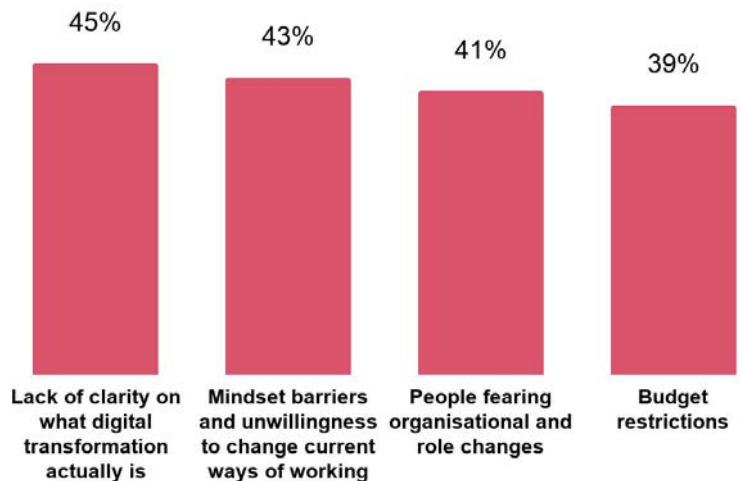


## Enablers and barriers to digital HR transformation

Public Sector organisations need to create a culture that is conducive to change and educate their employees on the importance of digital transformation. 35% of Public Sector respondents believe that digital transformation will drive changes in the culture and mindset.

### What are the main obstacles to digital transformation in your organisation?

Upskilling is the primary enabler of digital transformation. While bringing in digital skills from the outside will be important, on the job training is key for developing digital skills in the Public Sector.



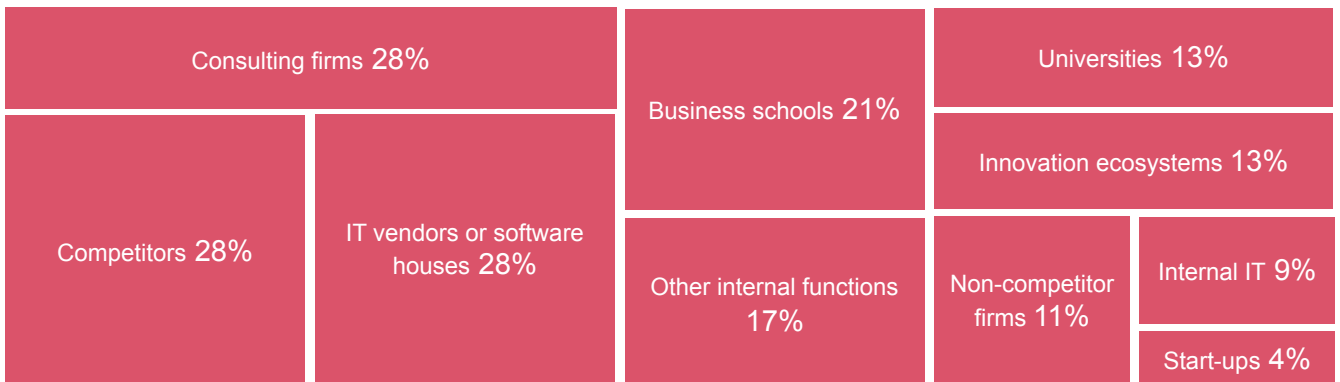
## Digital HR talent: hiring and development

What are the new roles that your organisation is creating and/or recruiting for?

<b>Data analyst or scientist</b>	<b>34%</b>
<b>Digital officer or manager</b>	<b>30%</b>
<b>Data manager</b>	<b>23%</b>
<b>Change manager</b>	<b>19%</b>

Social platforms are twice as likely as any other channel to be used for recruiting digital roles. In addition, flexibility, salary, and personal development opportunities are critical for attracting, engaging and retaining digital hires.

Where do you mostly recruit digital roles from?



### About the survey

This Government & Public Sector cut of PwC's Middle East Digital HR Survey is based on 101 survey responses and 4 interviews with government and private sector representatives from across the Middle East. The survey was in the field between 16 February and 28 June 2020.

Scan the QR code to read the full results of the Middle East Digital HR Survey 2020.



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