

## Analyst Insights

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Usually when I see a solution provider dubbing their product “HCM 2.0,” I’m tempted to write them off as just another drop in the bucket. But with the folks at cfactor Works, it was immediately apparent that they were actually onto something. Their goal isn’t to gobble up as much market share as possible with a static HRMS and slapped together modules for talent acquisition and talent management. Instead, they’re focused on driving systems of engagement.

They do this in three key ways:

- Drive Efficiency
- Leverage Talent
- Foster Engagement

They have a full talent platform including talent acquisition, HRMS, and talent management – each powered by social technology, as well as talent analytics and reporting. What caught my attention, however, was a point Cary Schuler, their CEO, made early on.

He said, “Adoption is key, it’s central to everything we’re trying to do. Our talent platform needs to be the place where people go to get things done, where they go to find all of the important information in an organization. If we can do that, then adoption won’t be an issue.”

That’s no small feat. Many solution providers in HCM are trying to accomplish the same thing, and few (if any) have succeeded. But with VibeHCM, I think cfactor Works may be onto something.

During our briefing, it quickly became clear that they have a strong understanding of key practices in high-performance talent management. The focus on engagement is inherent throughout – particularly in their onboarding module.

“We don’t want new hires spending a minute of their first day on paperwork,” said Schuler. As such, preboarding (noted in Brandon Hall Group’s High-Performance Onboarding white paper as a critical component of success) is standard procedure.

Additionally, the module features 30 templates for virtual onboarding experience (Virtual Day 1) available right out of the box. Video content is encouraged as a key

practice, with their most successful clients using video throughout the onboarding process.

Social-powered VibeHCM also introduces new hires to potential mentors and communities of support and interest as part of the standard onboarding practice – also noted as a critical component of high-performance onboarding by Brandon Hall Group.

Implementation time can range from a few short weeks up to several months depending on the scope of the project – as well as client readiness. What further distinguishes cfactor Works as a solution provider of choice, however, is the amount of dedicated support they provide their clients. Rather than simply slapping their talent platform onto the siloed and broken talent processes that many organizations still rely on, cfactor Works leverages years of experience as HR consultants to streamline process and technology to support more effective HCM.

Clients are realizing a full >100% hard ROI within a year post-implementation, and I'm confident that cfactor Works may soon emerge as a leader in the space – both in technology and in HCM best practices. [The awards](#) are already piling up.

*Kyle Lagunas*

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Brandon Hall Group has an extensive repository of thought leadership research and expertise in our primary research portfolios — Learning and Development, Talent Management, Sales Effectiveness, Marketing Impact, and Executive Management.

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- **Unlimited Access** – Every member of your team has the ability to utilize research, best practices, and advisory services when they need it most.

To learn more about Brandon Hall Group, please call us at (561) 865-5017 or email us at [success@brandonhall.com](mailto:success@brandonhall.com).