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Market Landscape Guide

Talent Experience: 2025

An exploration of how technology bridges talent management and employee experience to create a unified talent experience. This includes research on tools designed to support organizations and employees throughout their lifecycle, as well as insights into existing and emerging technology categories aimed at managing, elevating, engaging, and caring for the workforce.

workhuman*   ·isolved®   betterworks

RECOGNATION   talentlms

About Aspect43

Our team spends their days trying to identify why work isn't working for so many - talking to leaders, human resource teams, and employees in focus groups and 1:1 calls, surveying thousands of people each year, and meeting with hundreds of technologies and investors - to understand how we can utilize and design technology for the betterment of everyone.

Our Landscape Guides are designed to explain things in clear, simple language - no ratings, rankings, or recommendations - just an unbiased overview of the tech stack, business impact, and overview of the categories in the space so you can make decisions that are right for your business.

In addition to our research, we speak at many HR and business conferences and private events each year and partner with technology companies, service providers, and investors to help them understand the voice of the customer and employee, partnering to develop better strategies around product design and roadmaps, the buyer journey and internal market education for their teams.

Access all our research for free or sign up for our focus group panels at Aspect43.com/insights.

Key Insights

Talent experience is the evolution of talent management programs to meet the modern needs of the employee experience.

A modern talent experience requires a holistic approach that aligns organizational goals with individual employee needs, ensuring both productivity and satisfaction.

A lack of engaged employees costs $8.8 trillion globally in lost productivity.

People are the key to success. 71% of CEOs say it's important to invest in their people for long-term economic success.

Companies that foster a strong employee experience see nearly 3x higher revenue growth, 11x greater profit margins, and 2x the return on equity over three years compared to the global standard.

With AI-driven insights, companies can provide a more engaging and fulfilling employee journey, from onboarding to career progression.

Introduction

The relationship between employers and employees is evolving, and at the heart of this change is the growing connection between employee experience and talent management.

These two areas, once seen as distinct, are now coming together in a way that has the potential to reshape how organizations support their people and drive business outcomes.

As organizations have worked to better support both their people and business goals, it's become clear that employee experience and talent management are closely intertwined. Insights from talent management inform the shaping of employee experience, while the feedback from employees provides valuable strategies for managing talent. This mutual influence has underscored the value of integrating these two areas, as bringing them together can drive more meaningful outcomes for both employees and the business. Technology has evolved to reflect these needs, with tools and platforms designed to bridge the gap between talent management and employee experience, making integration more feasible and impactful than ever before.

Improving the employee experience is top of mind for many companies, but understanding what it truly means—and how to make it happen—is still a challenge. The employee experience isn't just about perks or benefits. It's everything employees encounter while working for a company: their interactions, thoughts, and feelings, shaped by the culture, environment, and support systems the organization provides.

Insights from our State of HRTech research shed light on what employees care about most. Their concerns include the cost of living (52%), health and well-being (34%), work/life balance (30%), stress at work (29%), and financial security for now and retirement (30%, 29%). Employers are in a unique position to address these worries through the workplace—and by doing so, they can enhance recruitment, retention, and overall satisfaction.

At the same time, talent management, with its traditional focus on hiring, productivity, and organizational goals, is facing its own transformation. Companies today are under pressure to boost productivity (50%) and savings (47%) while also investing in training and upskilling (34%). Yet the old playbook of focusing solely on productivity isn't enough. In fact, it can backfire by eroding trust.

Introduction, Cont.

Modern talent management is about much more than operational efficiency. It's about creating the conditions employees need to thrive—offering support, encouraging growth, and fostering a sense of purpose and fulfillment. By prioritizing employee well-being and development, companies can not only meet their goals but also build stronger, more engaged teams that deliver better outcomes for customers and the business.

Talent experience is the evolution of talent management programs to meet the modern needs of the employee experience.

The key to this unification is understanding that when workers feel appreciated, helped, and empowered, they are more likely to be dedicated and involved in the company's goals. When companies align their talent management practices with their employees' needs and goals, they can unlock their full potential and achieve long-term growth and success.

The shift in perspective highlights the significance of recognizing talent management and employee experience as interrelated components crucial for building a successful and resilient organization. Companies can improve their culture and stand out in the competitive market by using technology and strategies to better manage their employees and enhance their experience. This can lead to collaboration, innovation, and continuous improvement.

This comprehensive landscape guide covers:

Talent Experience Today

Today's talent experience bridges workforce management with employee engagement, well-being, and personal growth. It aligns organizational goals with individual employee needs, creating a balance between productivity and satisfaction. This approach integrates strategic workforce management, using technology and data to empower employees to perform at their best. By focusing on both business goals and a people-first culture, companies foster workplaces where employees feel valued and motivated, driving success for both.

Creating a people-first culture requires a deeper commitment to supporting and understanding employees. It goes beyond quick fixes or simple HR technology.

Talent experience involves a holistic view of the entire workforce, from employees to contractors, ensuring everyone feels empowered and engaged. This shift mirrors the growing focus on treating employees like valued customers, tailoring the work environment and opportunities to meet individual needs and drive engagement. Companies inspired by customer experience strategies now prioritize well-being, flexibility, and personalized support to foster satisfaction and growth.

Exceptional employee experiences are the result of collaboration across the organization. Success comes when different departments, leadership, and teams work together in an "all-in" approach. Managers play a critical role, as they have the most direct influence on work-life balance, remote work options, flexible schedules, and fair leadership—all top employee priorities today.[1]

On the employer side, modern talent management has evolved beyond traditional practices like recruiting and performance evaluations. It now includes continuous learning, career development, mentoring, and growth-focused performance systems. Advanced technologies like real-time feedback platforms and AI-driven analytics provide deeper insights into employee sentiment and needs, helping companies proactively enhance the talent experience.

This dynamic approach to talent management creates an environment where individuals feel valued, supported, and motivated to contribute their best. As organizations adapt to the changing world of work, prioritizing the talent experience is essential in attracting, retaining, and nurturing top talent and for business success.

Talent Experience Categories

The four areas of talent experience - Manage, Elevate, Engage, and Care - work together to create a holistic approach to supporting employees and driving company success.

Each area includes components that focus more on employees and others that focus more on the company side of things. As each perspective has evolved over time, we've come to realize these are two halves of the same whole. It takes attention to both to create an effective approach.

By balancing employee needs with organizational goals, companies can ensure that talent is managed efficiently, developed continuously, engaged meaningfully, and cared for comprehensively, leading to a more cohesive and productive work environment.

Elevate

For companies, elevating talent means providing opportunities like skill-building, leadership training, and clear paths for success and growth. For employees, it's about using these opportunities to develop new skills, apply their abilities in a different way, and advance their careers.

Manage

Both companies and employees manage time, projects, and roles to keep things running smoothly. Companies focus on organizing their teams, while employees handle their own tasks to stay on track and meet goals.

Engage

Engagement focuses on creating a positive and motivating work environment. It involves strategies to boost employee morale, promote collaboration, and ensure that employees are connected and invested in their work and the company's mission.

Care

This area is dedicated to supporting employees' well-being and work-life balance. It encompasses health and wellness programs, mental health support, and ensuring a supportive and inclusive workplace culture.

Why Talent Experience Matters

Talent experience connects employee success with business success. For too long, companies have treated these as separate concerns—focusing on business goals and employee satisfaction as if they don't impact each other. The old way of separating business goals and employee well-being doesn't work anymore. With employees' expectations evolving—driven by technology and changing values—companies must adapt. Talent experience helps bridge this gap, aligning the business needs with what employees want and creating a workplace where both can thrive.

To truly understand the importance of talent experience, it's crucial to acknowledge the current challenges companies and employees face. As organizations grapple with high turnover rates, difficulties in attracting top talent, and the ongoing pressure to boost sales and cut costs, employees are simultaneously dealing with rising living expenses, burnout, work-life balance issues, and concerns about job stability.[2]

Talent experience is not just about improving employee satisfaction; it's a strategic approach businesses can take to address these pressing concerns...and the workforce expects them to.

52% of employees experienced burnout in the last year[3]

84% of the value of an S&P 500 company comes from the talents, skills, knowledge, work ethic, and health of its employees[4]

A lack of engaged employees costs $8.8 trillion globally in lost productivity[5]

Great Expectations

Employees expect more from companies than a paycheck; they seek an excellent employee experience. If your company doesn't provide it, they'll look elsewhere.

According to 55% of business owners, employees now demand a higher level of commitment from their employers.[6] With the rise in digital connectivity and a more transparent job market, employees now have access to a wealth of information about potential employers, placing greater emphasis and spotlight on the quality of their experience within an organization. As competition for talent intensifies across industries, organizations increasingly realize that offering a positive employee experience is more than a nice-to-have; it's a critical component for attracting and retaining top talent and business outcomes. Organizations with a strong focus on engaging employees outperform their competitors in productivity, profitability, and compliance.[7]

With the growth of a new generation of workers who prioritize values such as work-life balance, career development, and a sense of purpose, organizations are under increasing pressure to deliver an employee experience that aligns with these expectations. This involves offering flexible work policies, investing in robust career development programs, and fostering a culture emphasizing purpose-driven work. Almost all workers, 98% of them, want to work remotely at least some of the time[8], and 3:4 of retail/food-service workers simply want a more stable and predictable shift schedule.[9]

While balancing their personal and professional lives, they want to improve and find purpose in their work. Nearly 90% of millennial employees consider career development a top priority when choosing a job.[10] The desire for growth and development continues to be a top priority for employees, but it currently ranks low in terms of how well organizations are addressing it.[11]

Development moves them forward; purpose keeps them around.

If they are going to spend time and energy at work, it needs to matter. Failure to meet these expectations can result in decreased employee engagement, higher turnover rates, and challenges in attracting top talent in an increasingly competitive job market.[12]

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Research from Great Place To Work® indicates the following three questions predict workplace turnover, regardless of generation or job type:[13]

- Are you proud of where you work?
- Do you find meaning in your work?
- Do you have fun at work?

How would your employees answer these questions? Keep them in mind when developing your employee experience.

Cost of Culture

As much as 84% of the value of an S&P 500 company comes from the talents, skills, knowledge, work ethic, and health of its employees - in other words, its culture.[14] In our research, small business and enterprise companies report that culture is a challenge to engagement and retention.[15] A recent study found that almost 7:10 employees prioritize corporate culture over salary when deciding on a job offer,[16] but only 1:5 U.S. employees strongly agree they connect to their organization's culture.[17]

Despite employees' high priority on corporate culture, there is a significant gap in leaders' attention to related topics like recognition.

Research shows that nearly half of senior leaders don't know how much money the company spends on employee recognition,[18] and most don't care, but they should. Organizations could potentially improve productivity by increasing the number of employees who feel properly recognized or praised for their work.[19] The gap between top leaders and the value of investing in employee recognition highlights the urgent need for organizational leaders to focus on and foster a positive workplace culture.

Ultimately, a company's success is tied to the experience it provides its employees.

Almost 20% of employees prioritize feedback & recognition in the workplace.[20]

Emerging Areas to Watch

These topics will have expanded research and demand over the coming years as we see a more educated and socially conscious workforce.

These emerging areas represent the evolution of traditional talent management practices. Work/life balance no longer works when technology makes work accessible 24/7. In an age where real-time information is standard, waiting months for feedback seems archaic. Secretive salary structures allowed for pay disparities and lack of accountability. Businesses benefit from the community (local and/or global), so they should have a positive impact on it.

These shifts reflect a new era in how organizations engage with and support their people.

Work-Life Integration: Rather than maintaining a strict separation between personal and professional life, employees now seek roles that allow them to fluidly move between the two, especially with remote and hybrid work becoming more common. Flexibility is no longer a perk but an expectation. This shift helps employees manage stress, reduce burnout, and increase productivity, making it a critical aspect of modern talent experience. Companies that support work-life integration with flexible hours, location options, and adaptable workflows can boost satisfaction and retention.

Continuous Performance Feedback: Continuous performance feedback has emerged as a more dynamic and responsive approach that allows for real-time adjustments and personal growth, fostering transparency and ongoing improvement. Regular, meaningful feedback aligns employees' goals with organizational objectives and promotes a culture of learning and development. This approach helps in increasing employee engagement, ensuring clear communication of expectations, and allowing for faster recognition of achievements or areas for improvement.

Transparency - Employees now demand greater transparency from their employers, not just in how they are managed but in areas like decision-making, compensation, and career opportunities. The digital age has made information more accessible, leading to a workforce that expects open communication and honesty from their companies. Transparency builds trust and fosters a culture of accountability. It reduces workplace misunderstandings, improves employee satisfaction, and helps retain top talent. Organizations that focus on clear communication around goals, compensation, and career paths are more likely to succeed in creating a motivated and loyal workforce.

Community and Social Responsibility: Today's workforce, particularly millennials and Gen Z, values purpose-driven work. Employees want to work for companies that contribute to social and environmental causes, aligning with their personal values. Community and social responsibility initiatives offer a way for organizations to engage employees on a deeper level. When employees feel connected to a company's broader mission beyond profit, they are more likely to be engaged and committed. Fostering a sense of community, both within and outside the organization, promotes loyalty, strengthens corporate culture, and enhances brand reputation.

Business Impact of Talent Experience

Talent experience isn't just "HR's problem," it's a business issue.

If talent experience is just another human resource-led initiative at your company, it will fail.

It is as much about the success of the "whole" company as it is about the "whole" person. It needs to be a part of the culture and at the core of every decision your organization makes. Senior executives' top-down commitment to the talent experience means, "We value you as a whole person and recognize that our success is directly tied to your success."

It also means that HR needs to be intimately involved with the business: financially, strategically, and operationally. By aligning people practices with the company's broader goals, HR can ensure that talent strategies directly support the bottom line.

How companies hire, manage, promote, and engage their workforce is now being watched and critiqued by investors, employees, and customers. Today, what's said within a company carries more significance because it can easily spread beyond the walls. Previously, if a company wasn't a great place to work, only a few people knew about it. But now platforms like Glassdoor, TikTok, and X pull back the curtain for all to see. Candidates can judge if it's the right workplace for them, and customers can judge whether they want to do business based on how the company treats its employees.

This shift underscores a fundamental truth: People are the key to success.

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71% of CEOs say it's important to invest in their people for long-term economic success.[21]

This shift from viewing employees as mere resources to seeing them as strategic partners is crucial for long-term sustainability and growth.

You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.

-Walt Disney

Business Impact Stats

Investing in a strong talent experience is a strategic move that drives engagement, reduces turnover, and ultimately supports the company's financial health and growth.

It has the power to increase revenue and cut costs - company priorities this year.

Customer Experience

- ⅔ of client experience is based on employee engagement (IBM), and 20% average revenue increase results from 5 pts in employee engagement.[22]
- Highly engaged business units achieve a 10% difference in customer ratings and an 18% difference in sales.[23]

Productivity

- Business units with high employee engagement experience an 81% lower absenteeism rate and a 14% higher productivity rate compared to those with lower engagement.[24]
- Companies that foster a strong employee experience see nearly 3x higher revenue growth, 11x greater profit margins, and 2x the return on equity over three years compared to the global standard.[25]
- Research from Harvard Business School reveals that companies with a strong sense of purpose and clear leadership direction outperform the stock market by 6.9%.[26]
- Employees who feel empowered to "make a difference" at work are 64% more likely to exhibit high levels of innovation.[27]
- Teams with enhanced skills are 90% more likely to achieve their objectives, demonstrating the impact of skill development on performance.[28]

Hiring/Retention

- Employees who see a clear path to achieving their career goals within their organization are 12x less likely to consider leaving.[29]
- Only 21% of new hires plan to stay at companies that don't provide training for their current roles, while 62% of new hires intend to stay when training is offered.[30]
- Employees at companies with robust recognition programs are 73% less likely to feel burned out and 56% less likely to be actively seeking or watching for job opportunities.[31]
- Organizations that invest strategically in employee development report 11% greater profitability and are 2x more likely to retain their employees.[32]
- Engaged employees are 55% less likely to be actively seeking job opportunities or keeping an eye out for other job prospects.[33]

Deeper Dive

Hiring & Retention

Investing in talent experience—by focusing on career development, recognition, and well-being—significantly strengthens recruiting and retention efforts. Today's employees seek more than a paycheck; they want a workplace where they feel valued, supported, and able to grow. Companies prioritizing these areas see substantial benefits: offering clear career paths, growth opportunities, and regular recognition can lead to up to 12x lower turnover rates.[34]

For example, employees in organizations with strong recognition programs report 73% less burnout and 56% less likelihood of job-seeking.[35] With turnover costing companies an average of 20% of a position's salary to replace,[36] a strategic focus on talent experience cuts recruiting costs and builds loyalty. This results in a culture where people stay longer, reducing recruitment cycles and ensuring a more engaged workforce.

Diversity & Inclusion

Building a positive talent experience means creating an environment where diversity, equity, and inclusion (DEI) are not just policies but daily practices. Investments in DEI contribute to a stronger talent experience by allowing employees to feel they belong, are valued for their unique perspectives, and have equal opportunities.

Inclusive organizations become attractive to a diverse talent pool, supporting recruiting and retention goals. When embedded in the employee experience, DEI drives innovation and enhances the company's reputation. As employees feel respected and included, engagement rises, resulting in a positive workplace culture that strengthens the company brand, boosts productivity, and builds long-term success.

Compliance

Compliance is about treating employees like people, just as talent experience is. When organizations prioritize a positive talent experience, they naturally enhance compliance efforts across various key areas. For instance, employees develop a deeper understanding of Equal Employment Opportunity (EEO) principles by fostering inclusivity and equity, which reduces discrimination-related risks. Likewise, focusing on accessibility meets the diverse needs of all employees, aligning with ADA requirements.

Additionally, policies and practices that promote work-life balance facilitate compliance with the Family and Medical Leave Act (FMLA), while fair compensation practices help meet Fair Labor Standards Act (FLSA) standards, building trust and reducing wage disputes. A culture centered on safety reinforces OSHA compliance by making employees feel valued and secure, while prioritizing data privacy establishes ethical standards that align with GDPR regulations. Finally, fostering a respectful environment through proactive measures, such as regular training and clear reporting channels, helps prevent harassment and discrimination. Ultimately, by treating employees with respect and empathy, organizations create a culture where compliance and positive talent experiences thrive together, benefiting the workforce and the organization.

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Talent experience directly impacts business outcomes like employee retention, recruitment costs, and financial performance, as our State of HRTech research shows.[37]

Competitive Pay	Growth Options	Stressful Work	Work/Life Balance	Staffing Shortages
Employees are leaving due to salaries not being competitive to market rates. Offering fair compensation is crucial to retain talent.	Limited growth opportunities are a major reason for employee departures. Providing clear career paths and development programs is vital.	A high-stress environment can lead to employee burnout and turnover. Creating a positive and supportive work culture is essential.	Employees are struggling to balance work and personal life. Flexible work arrangements and policies can help improve work-life balance.	Understaffing can lead to increased workload and burnout. Hiring and retaining qualified employees is crucial to avoid staff shortages.
29% of companies report that salary not competitive to market is impacting retention and engagement	28% of companies report that limited opportunities negatively impact retention and engagement.	26% of companies report that a high stress environment interferes with retention and engagement.	30% of employees struggle to balance demands of work and home	42% of employees thought about leaving their job
52% of employees are concerned about increase in living expenses		Over half of employees feel burned out	38% say that remote work options and a better work/life balance would improve their employee experience.	1:4 employees interviewed for a new position

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2024 Talent Experience Tech Stack

The Talent Experience tech stack combines two traditionally separate areas: talent management and employee experience. By merging tools designed to manage and develop employees with those aimed at enhancing their overall workplace journey, this stack addresses both organizational needs and employee expectations. The stack includes technologies that address traditional talent management priorities—such as performance, learning, and succession planning—while also incorporating tools focused on motivation, retention, and employee development. While some solutions are still primarily designed for either organizational needs or employee-centric goals, an increasing number are evolving to serve both simultaneously, bridging the gap between the two.

This integrated approach helps organizations leverage technology to Elevate, Manage, Engage, and Care for employees, optimizing every step of their journey and strengthening connections between the business and its people.

HR professionals and tech buyers generally understand these technologies and the value they bring, reflecting their established importance in the market. Unlike some other HR categories where uncertainty about their use or impact is more common, these tools are widely recognized as essential for managing, engaging, and supporting employees. This shared understanding also makes it easier to build a strong business case for securing the budget needed to add these solutions to your tech stack.

While HRIS or Talent Management platforms may include some overlapping features, Talent Experience point solutions often stand out in two key areas: usability and analytics. These specialized tools typically deliver intuitive user experiences that boost adoption and engagement, along with powerful analytics that provide deeper insights into the employee experience. By focusing on specific needs, these solutions help organizations craft targeted strategies to better support and develop their workforce.

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Right now, most Talent Experience solutions are designed with either the company's priorities or the employee's needs in mind—but not both. These perspectives are beginning to converge as data from both sides becomes more integrated, and this trend is expected to gain momentum over the next couple of years.

This shift will pave the way for solutions that align organizational goals with employee expectations, creating a more seamless and holistic approach to the talent experience.

Challenges with Adoption of Talent Experience

Talent experience solutions have a lot to offer when it comes to boosting employee engagement, development, and retention. They can help build a more connected and supportive workplace, making it easier for organizations to take care of their teams.

However, while these tools have clear benefits, there are also some challenges that come with adopting them. You should be ready to tackle things like scaling, integrating with existing systems, and making sure the solutions meet both the company's goals and the employees' needs.

Balancing these factors is key to making the most of talent experience technology.shaping the talent experience by automating routine tasks, enhancing decision-making, and personalizing interactions.

Scaling: Scaling talent experience solutions is challenging. What works for small companies often doesn't scale well in larger enterprises with multiple departments and locations. Large companies need solutions that provide a cohesive experience without becoming overly complex. Meanwhile, smaller businesses may find these solutions too costly or resource-intensive to adopt.

Global - Cultural differences: For global organizations, cultural differences complicate talent experience adoption. Motivations and expectations vary by region, requiring companies to balance a consistent approach with tailored solutions that respect local values and practices.

Consistency with in-office/remote, desk-based/field: Hybrid work models challenge consistent employee experience across in-office, remote, desk-based, and field employees. Remote workers may feel disconnected, while field employees might lack access to tools and support, complicating efforts to provide an equitable experience for all roles. Ensure your solution meets the needs of deskless workers with features such as offline access, physical award codes, and support for non-email-based accounts.

Integrations/Invisible UX: For talent experience technology to be widely adopted, it needs to fit smoothly into existing systems without causing extra hassle. Many companies struggle with integrating these solutions into their current tech setup, leading to fragmented systems and lower adoption rates. The technology should blend seamlessly into daily routines and not create additional steps or administrative work, which can be challenging for organizations with multiple tools and platforms.

Case in Point: Bringing Global Communication to a Personal Level

With multiple facilities worldwide, a global energy company faced challenges related to time zones, shift patterns, and employees' personal preferences, making company-wide communications difficult and resulting in low engagement levels. Firstup, an employee communications platform, improved access for frontline workers by integrating employee data with tailored delivery. This approach boosted engagement and personalized the employee experience. As a result, the company achieved over 80% adoption, driving engagement levels to twice those of previous efforts.
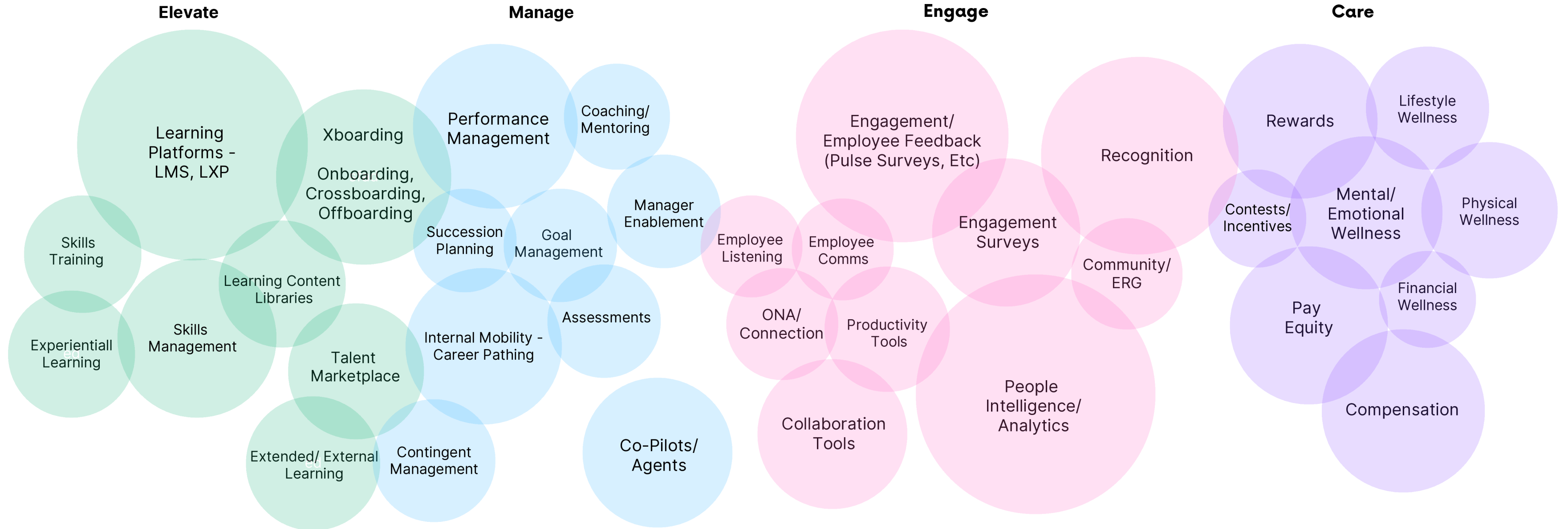
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Talent Experience Tech Stack: 2025

Core Talent Experience Tech Solutions

Talent experience is the evolution of talent management to include the employee experience and wellness approaches impacting the employee and business

- Talent Management
- Learning
- Employee Experience
- Rewards & Recognition
- Wellness

Talent Experience Tech Point Solutions

Elevate

- Learning Platforms - LMS, LXP
- Xboarding
- Onboarding, Crossboarding, Offboarding
- Skills Training
- Learning Content Libraries
- Experientiall Learning
- Skills Management
- Talent Marketplace
- Extended/ External Learning
- Contingent Management

Manage

- Performance Management
- Coaching/ Mentoring
- Succession Planning
- Goal Management
- Manager Enablement
- Assessments
- Internal Mobility - Career Pathing
- Co-Pilots/ Agents

Engage

- Engagement/ Employee Feedback (Pulse Surveys, Etc)
- Recognition
- Employee Listening
- Employee Comms
- Engagement Surveys
- Community/ ERG
- ONA/ Connection
- Productivity Tools
- People Intelligence/ Analytics
- Collaboration Tools

Care

- Rewards
- Lifestyle Wellness
- Contests/ Incentives
- Mental/ Emotional Wellness
- Physical Wellness
- Pay Equity
- Financial Wellness
- Compensation

Foundational Functionality
Features that exist in core & point solutions

- Invisible UX Flow of Work
- Analytics & Reporting
- Compliance & Security
- Integrations, API & Ecosystem
- Ethical AI
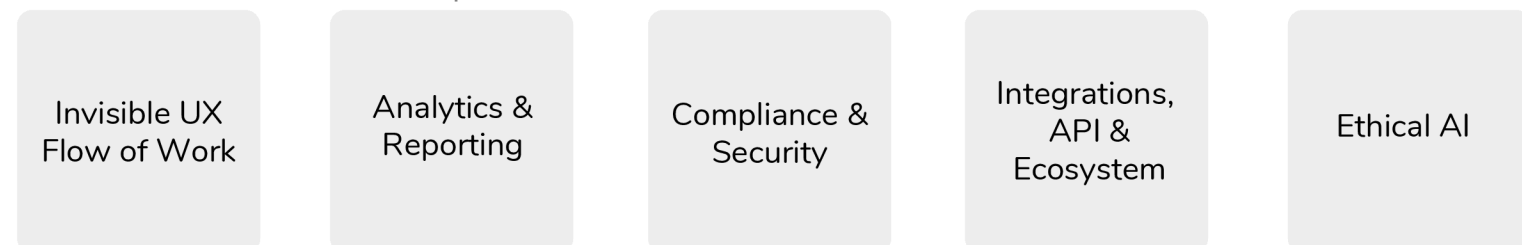
Complementary Tech
Tools outside of employee experience that have impact on retention in high performing organizations.

- Talent Acquisition
- Workforce Management
- Payroll & Core
- Comp & Benefits

Solution Categories Defined: Elevate

The "Elevate" group includes solutions designed to help employees grow, learn, and advance in their careers. These tools provide opportunities for skill development, career exploration, and preparation for future roles within the organization, making them essential for both individual and organizational success.

In recent years, this category has grown significantly as companies recognize the long-term value of investing in their workforce's professional development. The focus has shifted from simply filling immediate job openings to fostering a culture of continuous learning and internal mobility, where employees are encouraged to thrive and build their careers within the organization.

As businesses face rapidly changing markets and technological advancements, "Elevate" solutions have adapted to meet these demands. Today, they offer more personalized and interactive experiences, tailoring learning paths and career resources to individual needs. This evolution has driven higher engagement with these tools, as employees see them as relevant, actionable, and aligned with their career goals.

Learning Platforms - LMS, LXP

Xboarding

Onboarding, Crossboarding, Offboarding

Skills Training

Learning Content Libraries

Experientiall Learning

Skills Management

Talent Marketplace

Extended/ External Learning

Solution Categories Defined: Elevate

Experiential Learning

These tools facilitate learning through real-world experiences, simulations, and interactive activities. These technologies enable employees to engage in hands-on, practical learning experiences that mirror actual job tasks or scenarios, allowing them to acquire more immersive and engaging skills and knowledge.

Extended/External Learning

This technology broadens an organization's learning and development initiatives beyond its internal workforce to include external stakeholders, such as partners, suppliers, and contractors. These tools deliver educational content, training programs, and resources to these external groups, helping them gain the skills and knowledge needed to interact effectively with and represent the organization.

Learning Content Libraries

This technology provides catalogs of educational content, including courses, videos, articles, and other learning materials. These libraries offer employees on-demand access to resources for self-directed learning or can be packaged by organizations to target skills needed for specific roles.

Learning Platforms (LMS, LXP)

Learning Management Systems (LMS) and Learning Experience Platforms (LXP) deliver, manage, and track learning activities. LMS typically focuses on administrative aspects, while LXP offers personalized learning experiences.

Skills Management

These platforms help organizations identify, track, and develop employee skills. It involves assessing the current skill sets of employees, mapping them to the needs of the business, and identifying gaps for workforce planning.

Skills Training

This technology refers to digital platforms and tools designed to develop and enhance specific skills within an organization's workforce. These technologies provide employees access to a wide range of learning resources, such as online courses, interactive modules, simulations, and assessments, all aimed at building and improving specific job-related skills.

Talent Marketplace

This technology connects employees with internal job opportunities, gigs, projects, and career development resources within an organization. It matches employees' skills, interests, and career goals with available roles or initiatives. By giving employees access to diverse opportunities, talent marketplaces help companies optimize their workforce and retain talent while addressing skills gaps and supporting succession planning.

Xboarding-Onboarding/Crossboarding/Offboarding

These technologies manage employee transitions into the company (onboarding), within the company (crossboarding), and facilitating a smooth exit (offboarding). These solutions are often tools developed for onboarding that have been enhanced to ensure continuity and positive experiences during transitions beyond the initial entrance to the company. We are seeing an increase in solutions designed specifically for offboarding to manage the complexities brought by regulations and a rise in layoffs in recent years.

The LMS Revolution

A new wave of LMS platforms has arrived, driven by the rise of creator-driven tools (see Kajabi and Thinkific). These platforms are transforming the learning landscape by shifting the focus from corporate or institutional-driven training to user-generated content (UGC) and personalized learning experiences. As the demand for accessible, flexible, and branded learning grows, these solutions empower individual creators and small businesses to build, monetize, and scale their own learning ecosystems.

For organizations, this shift opens up exciting possibilities:
- **Knowledge Sharing at Scale**: Employees and leaders can contribute their expertise to create diverse and relatable training content.
- **Customization & Branding**: These platforms allow companies to design programs that reflect their culture and goals, rather than relying on one-size-fits-all solutions.
- **Community Engagement**: With interactive tools and membership options, companies can foster collaboration and peer-driven learning within their workforce or beyond the walls of the office to their industry networks.

These tools let companies tap into the expertise of employees, leaders, or even external partners to build flexible, branded learning experiences. Plus, with features like interactive content and community-building tools, they boost engagement and make learning feel more personal and effective—all while cutting costs by reducing reliance on outside providers.
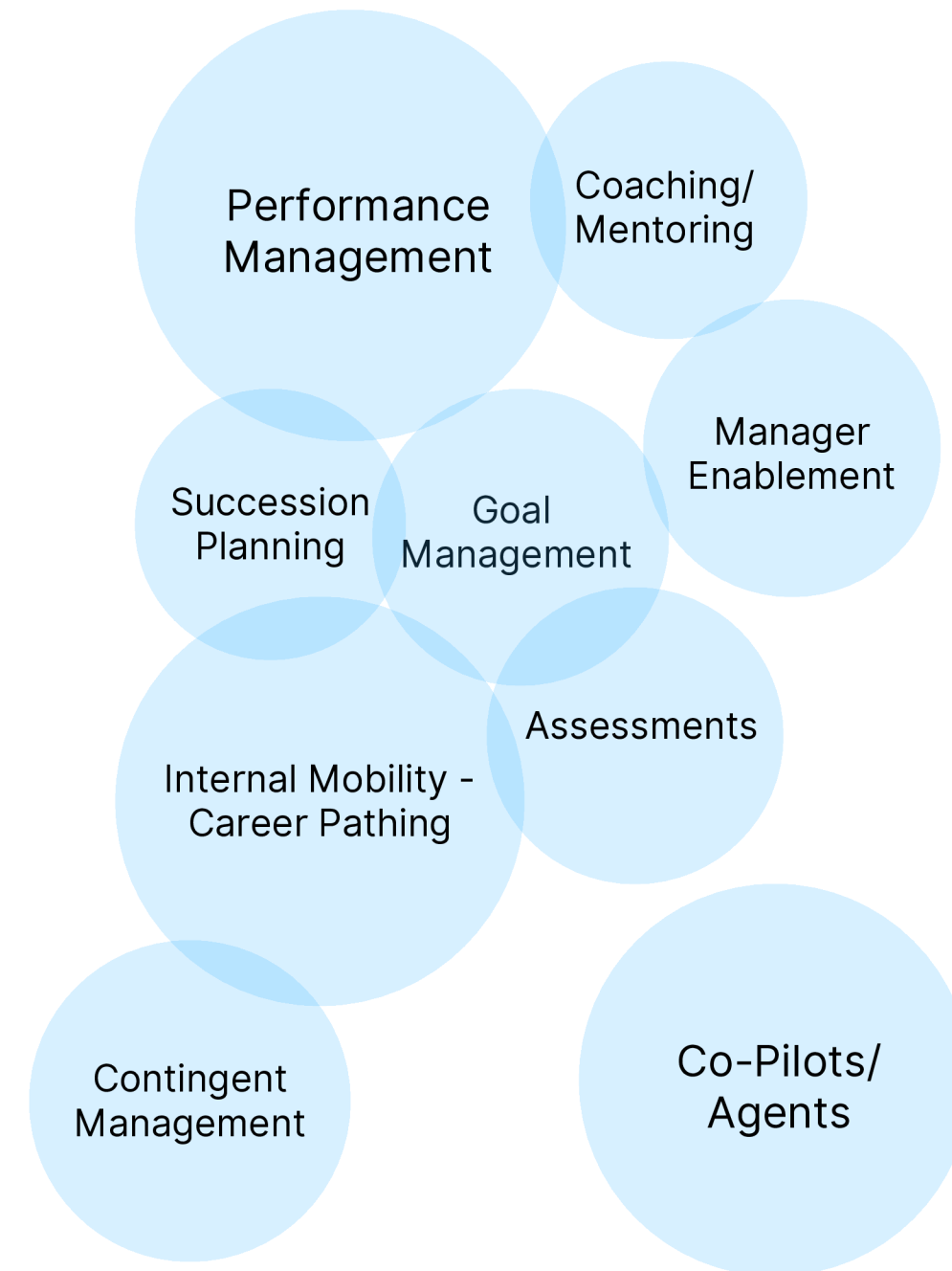
Solution Categories Defined: Manage

The tools in the "Manage" category are designed to support both employee and organizational success by streamlining management tasks, fostering team collaboration, and enhancing overall productivity. These solutions ensure employees are prepared, supported, and aligned with company objectives, helping organizations achieve their goals more effectively.

Traditionally, many of these tools have been part of Talent Management technology platforms, focusing primarily on organizational needs like performance tracking, goal setting, and workforce planning. However, they are increasingly being reimagined to be more employee-centric. This shift highlights a growing recognition that empowering employees is just as critical as improving managerial efficiency.

Modern "Manage" tools now incorporate features that balance the needs of both the organization and its workforce. They offer intuitive, user-friendly interfaces, enabling managers to provide clearer guidance and employees to take a more active role in their performance and development. By bridging the gap between organizational oversight and employee empowerment, these solutions are evolving into comprehensive tools that foster engagement, accountability, and better outcomes for everyone involved.

Performance Management

Coaching/ Mentoring

Manager Enablement

Succession Planning

Goal Management

Internal Mobility - Career Pathing

Assessments

Contingent Management

Co-Pilots/ Agents

Solution Categories Defined: Manage

Assessments

These assessments help identify strengths, development areas, and readiness for new roles. The modern approach to assessments uses science-backed research and methods to understand workforce potential and team dynamics better. PlumThrive is an example of leveraging psychometric data and analytics to help companies make promotion decisions.

Contingent Management

This technology streamlines the processes involved in sourcing, onboarding, managing, and offboarding non-permanent employees such as freelancers, contractors, temporary workers, and consultants. It often integrates with vendor management systems to provide visibility into third-party staffing agencies.

Coaching/Mentoring

This technology started by pairing employees with mentors or coaches for career growth and included features like scheduling, goal tracking, and progress monitoring. It is now evolving to offer real-time coaching and mentoring nudges powered by insights from datasets like Great Places to Work™ and Strengthsfinder™.

Co-Pilots/Agents

These automation tools enhance the user experience for HR, managers, and employees. They provide proactive guidance, personalized insights, and automated support across key HR areas, such as recruiting, onboarding, career development, and performance management.

Goal Management

This technology helps align individual and team goals with organizational priorities by tracking progress and performance. While often included in performance management tools, point solutions offer more advanced features, using analytics and insights to guide workforce management, training, and strategy.

Internal Mobility- Career Pathing

These tools emphasize the structured, long-term development of an employee within the organization. It involves clear pathways for employees to progress in their careers, often mapped out by HR or leadership, based on the organization's needs and the employee's skills and aspirations.

Manager Enablement

Platforms that provide managers with the tools and resources to support their teams effectively. These can include training modules, performance tracking, and communication tools to enhance managerial skills and effectiveness. Newer solutions include AI-informed nudges and recommended feedback.

Performance Management

The foundation of traditional talent management systems, these solutions monitor, assess, and support employee performance. These tools facilitate continuous feedback, scheduled performance reviews, and development planning to ensure employees meet their potential and organizations document feedback.

Succession Planning

These tools assist in identifying and developing potential future leaders within the organization. These solutions support the creation of succession plans to ensure leadership continuity and readiness.

This is the top category of market movement in HR technology this year.[38]

aspect43 Insights

Talent Marketplace & Internal Mobility

Talent Marketplace and Internal Mobility tools are both great for supporting employee growth, but they take different approaches. It's helpful to understand the unique benefits of each and how they can work together to improve engagement, development, and retention.

Employee-Driven vs. Structured

- Internal mobility and career pathing tools tend to be more structured and guided by HR. They help employees see clear paths for advancement, offering programs that show them how to grow within the company. These tools usually include things like career coaching, skill assessments, and development plans, all with the goal of supporting long-term growth within the organization.
- Talent marketplaces, however, are more employee-driven. They give employees the freedom to explore different roles, projects, or even short-term gigs across the organization. Employees can take control of their career development, which helps boost engagement and satisfaction as they have the ability to shape their own path.

Long-Term vs. Short-Term Focus

- Internal mobility tools are often focused on long-term career growth. They show employees the steps they can take to move up the ladder, which is great for retaining talent and developing future leaders within the company.
- Talent marketplaces, on the other hand, offer both long-term career opportunities and short-term roles or projects. This flexibility helps employees build new skills and gain experience in different areas, keeping things fresh and exciting for them while also supporting the company's need for agility.

By combining both internal mobility and talent marketplace tools, you can build a more dynamic, engaged, and flexible workforce that benefits both the employees and the organization.

Solution Categories Defined: Engage

The "Engage" group focuses on creating a workplace where employees feel valued, heard, and motivated. These solutions help organizations better understand how employees are feeling, foster open communication, and promote a culture of recognition and inclusion.

In recent years, this area has grown significantly as technology has made it easier to gather and analyze data about employee experiences and engagement. Tools like real-time feedback platforms, sentiment analysis, and engagement surveys now allow organizations to capture ongoing insights into how employees feel and what they need. With these tools, companies can quickly identify areas for improvement and take action to address concerns or celebrate successes.

This tech helps organizations build a stronger connection with employees by recognizing achievements, responding to feedback, and creating a more inclusive and supportive work environment. It's not just about measuring satisfaction—it's about continuously improving the employee experience based on actionable data. By understanding employee sentiment, companies can better meet their workforce's needs, increase job satisfaction, and enhance overall organizational success.

Engagement/ Employee Feedback (Pulse Surveys, Etc)

Recognition

Employee Listening

Employee Comms

Engagement Surveys

Community/ ERG

ONA/ Connection

Productivity Tools

People Intelligence/ Analytics

Collaboration Tools

Solution Categories Defined: Engage

Collaboration Tools

These tools focus on improving team dynamics, collaboration, and productivity. They often include project management features, communication platforms, and performance tracking to support cohesive, high-performing teams.

Community/ERG

These tools are designed to support the formation, management, and engagement of employee groups within an organization. These technologies facilitate the creation of virtual communities where employees with shared interests, backgrounds, or experiences can connect, collaborate, and advocate for their collective needs.

Employee Communications

These tools streamline, enhance, and manage communication between the company, managers, and employees. Communication tools enable effective information exchange to ensure employees are informed and connected. They often include intranets, newsletters, and messaging apps to keep everyone in the loop.

Engagement/Employee Feedback

Pulse surveys, onboarding and exit surveys, etc. enable employees to provide quick and scheduled feedback on various aspects of their work experience. These tools inform employers of ways to support continuous improvement by capturing and analyzing employee insights at different points in their employee journey.

Employee Listening

This technology actively gathers, analyzes, and responds to employee feedback and sentiments in real-time. They enable HR teams to continuously "listen" to the workforce by collecting data from various touchpoints, such as surveys, pulse checks, engagement platforms, and even passive data sources like emails or collaboration tools. Some systems, like **Paylocity**, use sentiment analysis to detect potential compliance issues early.

Engagement Surveys

These platforms enable HR teams to create, distribute, and analyze surveys that capture feedback on employee experiences, such as job satisfaction, work environment, leadership effectiveness, and overall morale. The evolution of LLMs (AI-enabled Large Language Models) allows for more personalized survey experiences and recommended actions.

Organizational Network Analysis (ONA)/Connection

ONA tools map and analyze communication patterns across the organization, highlighting key influencers, identifying communication bottlenecks, and revealing how information flows. This technology provides insights into how people work together and where connections can be strengthened for greater productivity and innovation.

People Intelligence/Analytics

This technology uses advanced analytics, data insights, and artificial intelligence to understand and improve the workforce. It collects, analyzes, and interprets data about employees' skills, performance, behaviors, and interactions. This data helps make informed decisions and drive strategic initiatives around workforce planning, retention, employee engagement, performance management, and more.

Productivity Tools

These solutions help people manage their tasks, time, and projects more efficiently. These tools enhance personal productivity by streamlining workflows, improving organization, and minimizing distractions. This includes note-taking apps, time-scheduling tools, focus apps, task management, etc.

Recognition

This technology allows organizations and coworkers to recognize employees for their achievements and contributions. These tools often include features for peer recognition, social feeds, and real-time feedback. Modern companies are leveraging this data for performance management and skills management, such as those that use **Workhuman IQ** to uncover trends influencing workplace culture, gain insights into employee retention, identify skill gaps, and highlight candidates for promotions or transfers.

Solution Categories Defined: Care

The "Care" group includes technologies that focus on supporting employees' overall well-being—physically, mentally/emotionally, financially and in other areas of life. These solutions provide access to wellness programs and resources that help employees lead healthier and more balanced lives.

While wellness tools have been around for some time, their role and functionality have changed significantly in recent years. As companies have come to recognize the importance of supporting employees in all aspects of their lives, wellness solutions have evolved to be more comprehensive and personalized. These tools now offer a wider range of services, from mental health resources and physical fitness programs to financial wellness support and stress management tools.

Thanks to technological advancements, wellness solutions have become more accessible and tailored to individual needs. Whether it's through mobile apps, wellness dashboards, or personalized wellness plans, these tools help organizations better address the unique needs of their diverse workforce. As a result, employees have more control over their well-being, and companies can create a supportive environment that promotes not only individual health but also overall employee satisfaction, engagement, and productivity.

Rewards

Lifestyle Wellness

Contests/ Incentives

Mental/ Emotional Wellness

Physical Wellness

Pay Equity

Financial Wellness

Compensation

Solution Categories Defined: Care

Contests/Incentives

These tools facilitate the creation, management, and execution of incentive programs and contests within organizations. These technologies motivate and reward employees, drive engagement, and achieve specific business objectives through structured incentive schemes and competitive activities. They are often used for sales contests, wellbeing initiatives, etc.

Compensation

These tools help companies manage, improve, and study employee pay and benefits. They make it easier for businesses to decide on, give, and change pay packages. They also ensure that these packages fit the company's goals and the market and that employees do their jobs well.

Financial Wellness

This technology focuses on workers' financial wellness, extending beyond retirement programs to include financial literacy, budget management, and daily financial needs. It also includes solutions that help organizations ensure fair and equitable compensation. These tools use AI and predictive analytics to offer personalized financial insights and recommendations based on individual spending patterns, goals, and life circumstances.

Lifestyle Wellness

Lifestyle technology enhances personal efficiency and well-being by streamlining tasks and responsibilities. These solutions offer centralized platforms with features like goal-setting, tracking, and personalized recommendations. They integrate mobile apps, user-friendly interfaces, and wearable device support for enhanced accessibility and usability.

Mental/Emotional Wellness

Technology designed to support and enhance emotional and mental well-being leverages psychology, psychiatry, neuroscience, and IT. These tools offer stress management, therapeutic interventions, educational content, activity-based retraining, and access to mobile apps and online communities for social connection and emotional support.

Pay Equity

This technology collects and analyzes data, modifies traditional pay practices, and ensures compliance with laws and regulations. The software can identify pay gaps, assist businesses in identifying the causes, and model corrections. With over 1,000 clients using ADP's pay equity storyboard in its first year, 75% showed improvement in pay equity. On average, the impact was $1.4 million per organization, translating to a $5,000 increase per employee and over $1 billion returned to communities.

Physical Wellness

Technology focused on physical health and well-being promotes a healthy lifestyle using science and psychology. These tools, often including wearables and mobile apps, track participation and provide community hubs for social accountability. Features may include microlearning, AI-driven coaching, and access to certified professionals, offering guidance in nutrition, exercise, stress management, and overall health improvement.

Rewards

These solutions manage employee rewards programs, offering incentives such as bonuses, gifts, and other perks. This technology helps organizations effectively administer various forms of rewards and recognition, including financial bonuses, non-monetary incentives, and other forms of acknowledgment, to motivate and engage employees.

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Foundational Functionality

Invisible UX Flow of Work	Analytics & Reporting	Compliance & Security

Integrations, API & Ecosystem	Ethical AI

Invisible UX/Flow of Work

This refers to tools that integrate so seamlessly into daily tasks that you hardly notice them. These systems work quietly in the background, automating repetitive tasks, syncing data, and providing support exactly when needed—all within the apps you already use. The result is a smoother, more efficient workflow with minimal disruptions.

Analytics & Reporting

Analytics and reporting functionality is a required part of any technology in the talent experience tech stack. While this area once was one of the most frustrating for buyers, our recent State of HR Tech report showed that it's getting better. Look for dashboarding and consumer-like usability, as well as the rise of AI-powered customization.

Compliance & Security

Compliance and security are growing more complicated as regions, countries, states, and local governments legislate more protections. The complexity is to such a degree that it's nearly impossible to manage manually, which is why you want to ensure your technology has it built in. These tools ensure that all your personal and company data stays safe and follows the law. It's about making sure everything is in line with privacy rules (like GDPR) and protecting information from unauthorized access.

Integrations, API, & Ecosystem

The ability to work together is not optional. A company doesn't have to have every partner already in place, but it should easily add new ones. Understand costs - one-time, annual, and ongoing - and if different levels of integrations exist in the ecosystem. Many vendors have tiers of partnership with their integration partners. A robust integration approach will make your tech stack have a more significant business impact, be more effective, and make candidates and recruiters happy.

Ethical AI

When evaluating solution providers, pay attention to their approach to AI. The technology should be designed to ensure fairness, with algorithms and actions that treat everyone equally. Take the time to understand how the AI works, how its models are built and applied, and what safeguards are in place to identify and prevent bias.

Complimentary Technology

Talent Acquisition

Workforce Management

Payroll & Core

Comp & Benefits

Talent Acquisition

Talent acquisition tools make hiring easier and faster. They help post jobs, track applicants, assess candidates, and even guide new hires through their first days. These tools create a smoother experience for candidates and ensure your company finds the right people for the job.

Workforce Management

This the technology that manages organizing schedules, tracking time, and keeping everything running smoothly. Workforce management tools help plan shifts, manage time off, and ensure you're following labor laws. They make it easier to balance employee needs with business operations.

Payroll & Core HR

Payroll and core HR systems handle the basics that every company needs—like making sure employees get paid correctly and on time, keeping tax records, and managing employee data. These systems are the backbone of HR, helping everything else run smoothly.

Compensation & Benefits

Benefits Management tools help organizations define, plan, and administer benefit programs for different groups of employees. Standard features include enrollment, reporting, and change administration, while some advanced options are calculators, advisory tools, and benefit communication platforms. This also includes pay equity and total compensation analysis.

AI & Talent Experience

AI is reshaping the talent experience by automating routine tasks, enhancing decision-making, and personalizing interactions. As AI continues to evolve, it's changing how we find people to hire, keep them engaged, and help them learn and grow.

Key AI Uses in Talent Experience

1. **Onboarding Automation**: AI is streamlining the onboarding process by automating repetitive tasks, providing personalized experiences, and reducing the time it takes to integrate new employees into a company. This enhances both efficiency and the overall employee experience from day one.
2. **Personalized Learning & Development**: AI-powered learning platforms transform employee development by delivering customized learning paths based on individual skills, preferences, and career goals. This results in higher engagement and more effective skill-building.
3. **Employee Engagement & Retention**: AI-driven analytics tools are helping organizations understand employee sentiment, identify early signs of disengagement, and recommend actions to improve retention. By analyzing real-time data, companies can respond proactively to workforce needs.
4. **Enhanced Decision-Making:** AI is supporting HR teams with data-driven insights that aid in more strategic decision-making, whether it's identifying high-potential employees, predicting turnover, or aligning talent strategies with business goals.
5. **Next Step Suggestions**: After analyzing reports or analytics, the common question arises: "So what do we do about it?" AI-driven tools are designed to provide insightful next steps tailored to specific organizational contexts. We see this across the board in talent experience solutions: learning programs, performance feedback, engagement surveys, and wellness initiatives.

The Impact of AI on Talent Experience

AI's ability to process large datasets and deliver personalized experiences is revolutionizing how organizations manage talent. With AI-driven insights, companies can provide a more engaging and fulfilling employee journey, from onboarding to career progression. AI reduces the administrative burden on HR professionals, allowing them to focus on more strategic initiatives that directly impact employee satisfaction and business outcomes.

Challenges & Opportunities

While AI offers significant advantages, its adoption comes with challenges, including data privacy concerns, bias in AI algorithms, and the need for integration with existing HR systems. However, as the technology matures, these challenges are being addressed, making AI a critical tool for companies aiming to create a more dynamic, responsive, and human-centric talent experience.

AI's role in talent experience is still emerging, but early adopters are already reaping the benefits of improved efficiency, engagement, and decision-making. As technology advances, it will continue to transform how organizations attract, retain, and develop talent.

Buying Insights for Talent Experience Tech

As 77% of companies seek to leverage HR technology to enhance the employee experience, selecting the right solutions becomes crucial for achieving impactful results. This 10-point increase over last year reflects the growing recognition of the importance of technology in shaping a positive and productive workplace.[39]

Investing in talent experience technologies also highlights this trend, with talent experience capturing the most categories of market movement of all HR technology this year.

These solutions must be selected thoughtfully and strategically to ensure these investments translate into tangible benefits.

User-Friendly

The tech must be easy and engaging, or it won't be used! Ensure the technology has an intuitive and easy-to-navigate user interface. It should be accessible to all employees, regardless of technical skill, and provide a seamless user experience across different devices and platforms.

Personalization & Customization

Look for technology that allows personalization and customization options. Different employees have unique needs, so the technology should offer flexibility in content, settings, and preferences, addressing the major areas of the manager and employee experience.

Accessibility & Availability

The tools should be available to employees anytime, anywhere, including remote access and mobile-friendly features to fit different work settings and schedules.

Integrations

Consider how the tech will work with the organization's other systems and platforms. Seamless integration with HRIS, communication tools, and other relevant systems (benefits, LMS, etc.) can streamline data management and reporting and enhance the overall user experience.

Analytics

Your technology should combine information to allow for easy review and to find insights. The system should give you the data from these processes to drive better decision-making. Today's HR technology requires basic reporting and some level of custom reporting that your organization can access without involving the vendor.

Conclusion

The workplace is constantly evolving, and one of the key drivers of success in this changing environment is the talent experience. It's no longer just about making employees happy or improving satisfaction—it's about creating measurable outcomes that directly benefit the business. Higher productivity, improved retention, and stronger financial performance are all byproducts of an intentional, well-crafted talent experience.

Yet, despite the clear importance of employee engagement, a recent statistic highlights a concerning trend: employee engagement in the U.S. fell to its lowest level in a decade in 2024, with only 31% of employees reporting that they are engaged in their work.[40] This drop underscores the need for organizations to rethink how they connect talent management with the employee experience.

By embracing the right tools and focusing on aligning what employees need with the overall goals of the company, businesses can build a workplace where people feel truly valued and empowered. When employees feel supported, encouraged, and equipped to succeed, they are more likely to do their best work.

Modern organizations are now recognizing that connecting talent management with the employee experience isn't a luxury, but a necessity.

Technology plays a huge role in this shift. The best tools are those that fit seamlessly into the flow of work, offer actionable insights, and support continuous growth. These technologies not only help employees thrive in their roles but also give businesses the data and flexibility they need to respond to changes quickly and effectively.

When organizations invest in their people—by enhancing their experience, providing the right tools, and aligning work with purpose—they unlock a major competitive advantage. This investment leads to greater innovation, reduced turnover costs, and a culture where people are motivated to contribute to long-term success. Prioritizing talent experience isn't just a win for employees; it's a smart business move that drives profitability and growth for the organization.

It's clear: investing in your people is one of the smartest decisions you can make for both them and your business.

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