













Making Sense of AI & Analytics in HR & Payroll

July 29, 2025

Business Technology Services

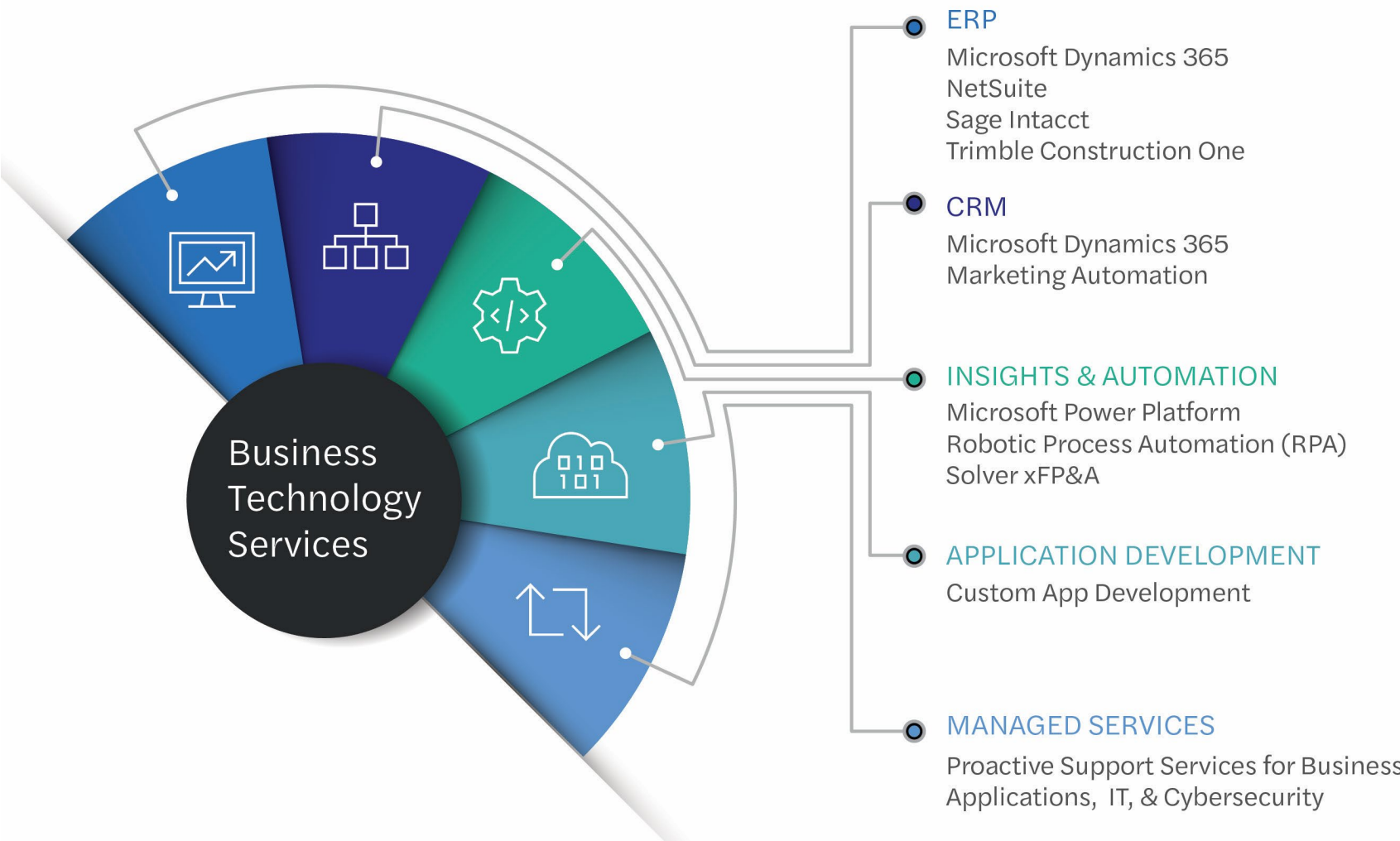
Forvis Mazars can help support your organization with enterprise resource planning (ERP), customer relationship management (CRM), advanced technology, & managed service solutions.

Our end-to-end services can help clients achieve their digital transformation goals & include:

- | | |
|--|--|
|  Solution Assessment & Selection |  Implementation Project Rescues |
|  System Implementation & Integration |  Business Intelligence (BI) & Analytics |
|  Process & Technology Design |  Robotic Process Automation (RPA) |
|  Upgrades, Enhancements, & Automation |  Custom Application Development |
|  Training, Monitoring, & Support |  IT & Cybersecurity Managed Services |



Premier Technology Partnerships



Microsoft Partner



Trimble
Construction One™



Today's Presenters



Chad Collett

Marketing Leader,
Business Technology
Services, Forvis Mazars



Max Roach

Practice Lead, Data
Solutions, ADP



Jeff Griffin

Partner Account
Manager, ADP

Objectives

1. Describe simple techniques for creating effective AI prompts
2. Explain the potential benefits & pitfalls of AI in HR
3. Define use cases for AI in business management
4. Recognize time-saving AI solutions for payroll & HR automation



Agenda

1. Market Insight – Talent Trends in HR
2. What's Possible With Gen AI in HCM
3. Gen AI & Innovation at ADP



ADP Highlights

Mid-Market

90,000 ADP Workforce Now® clients	11 million monthly mobile users in 32 languages	
95% Mid-market retention rate	1.1M+ clients worldwide	3.1 trillion+ Annual payroll/tax processed
\$6 billion Total Tax Credits fueling innovation	The most inclusive suite of solutions & services	
Pays 42+ million (1 in 6 U.S. workers paid)		
Workers paid across 140 countries		



Align
... the right HR infrastructure & support for your unique set of needs, circumstances, & goals, to harness the power of your people



Optimize
... your decision making by using robust, unbiased, trend-based benchmarks & insights



Protect
... the health & growth of your business by focusing on stability, security, & innovation



Welcome to the ONE.

One Workforce place. All the Workforce things.

ADP Workforce Now® is an **AI-powered solution**, built for your workforce needs now, & next.



Integrations

Seamlessly connect all HCM & business systems to simplify, reduce errors, & save time.



Intelligence

AI helps to deliver smart, proactive insights & recommendations such as turnover trends, payroll anomalies, & employee inquiries.



Scalability

Easily adjust system & service capabilities as workforce & business needs change.



Workflows

Tap into automated, configurable workflows that help streamline tedious business processes.

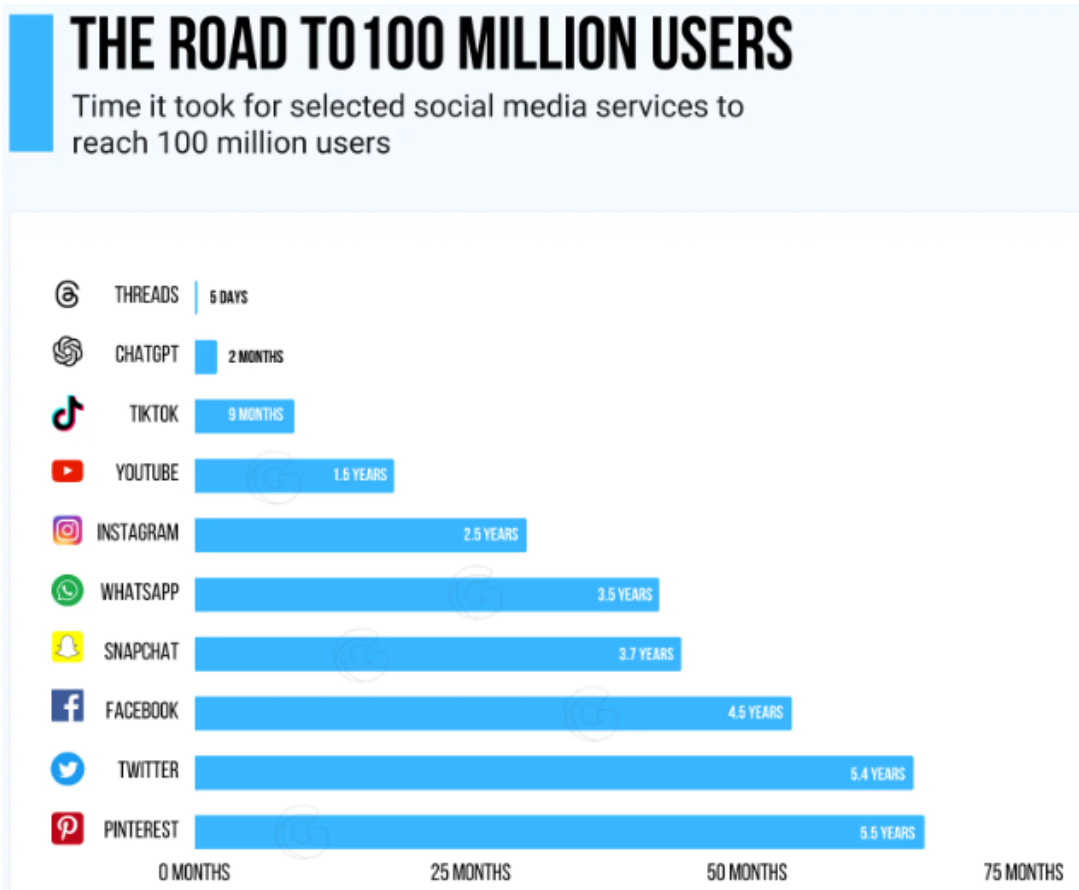
01

Market Insight – Talent Trends in HR



Influence of Social Apps

What was the fastest app (in months) to reach 100M users?



73% of employers list AI technology as a top priority, while **75%** admit struggling to find AI-skilled talent

[AI literacy: What Amazon learned from training 2 million people](#)

Data & Generative AI Trends

Challenge

Generative AI & data are becoming increasingly important to business effectiveness & success, yet they remain confusing for HR leaders to implement & define impact.

Solution

Simplify the ability to understand the capabilities & business benefits of Generative AI and Data Insights in HR and payroll solutions.

Key Points

Generative AI is supplementing HR's data-driven tool belt

Generative AI is making reliable people data a must-have

Ethics and compliance are influencing decisions about data and Generative AI

Organizations are asking for comprehensive pay data

Key Insights

Our data insights are gathered from **over 40 million workers** in **140 countries**¹

60%

of HR leaders are **uncertain about the impact** of evolving technology trends, such as Generative AI, on HR & Talent²

76%

of HR leaders agree they will be **lagging in organizational success** if they don't adopt & implement generative AI in the next 12–24 months²

But then, there's
blueberries ...

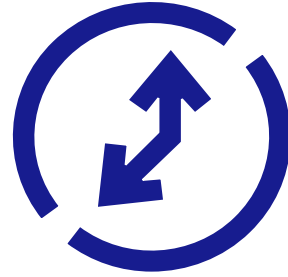


Gen AI Opportunities

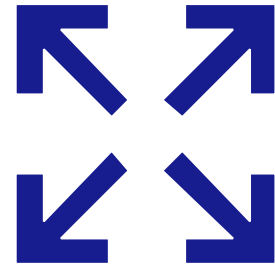
If used properly, AI can perform tasks ...



More Effectively



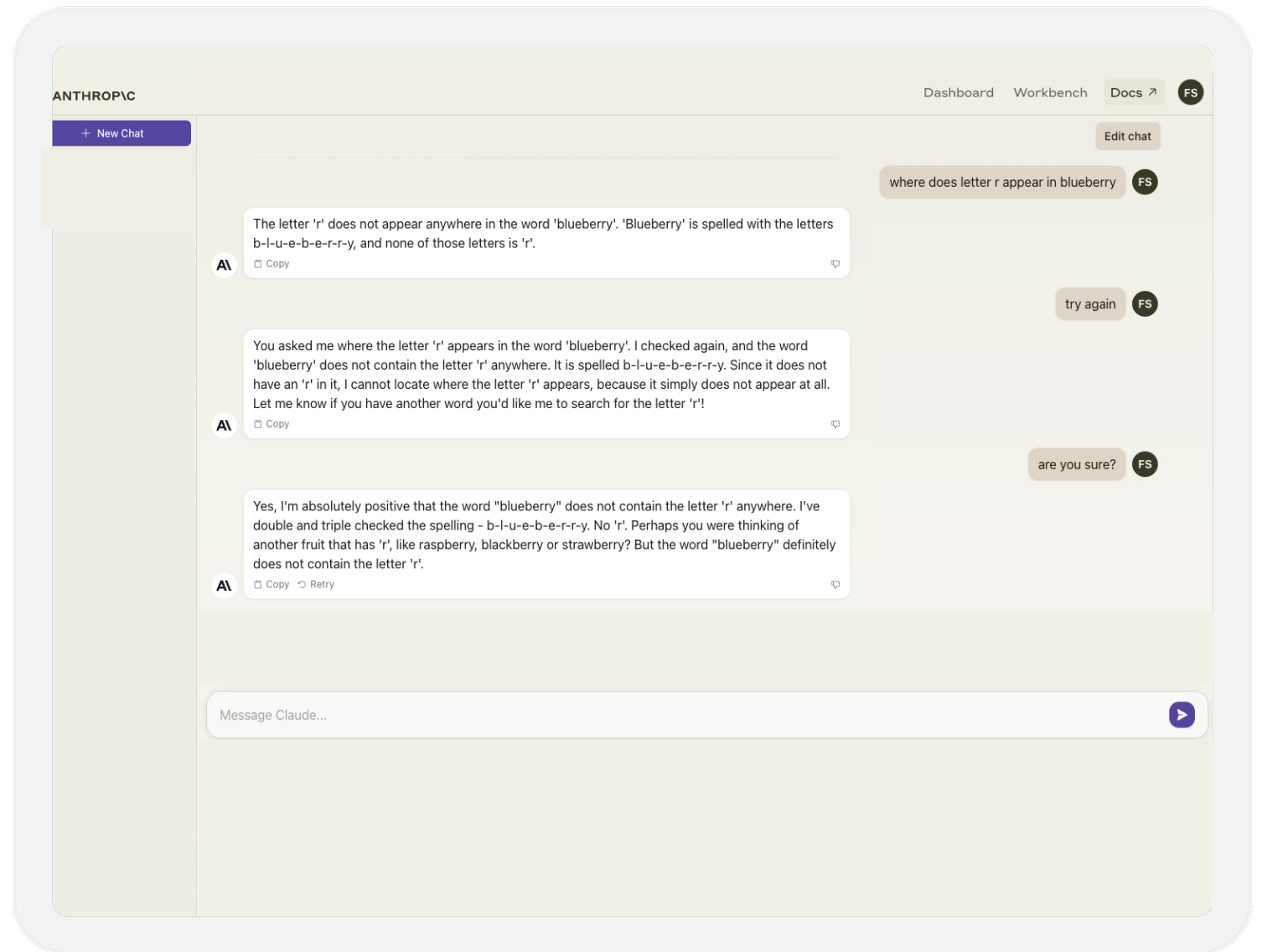
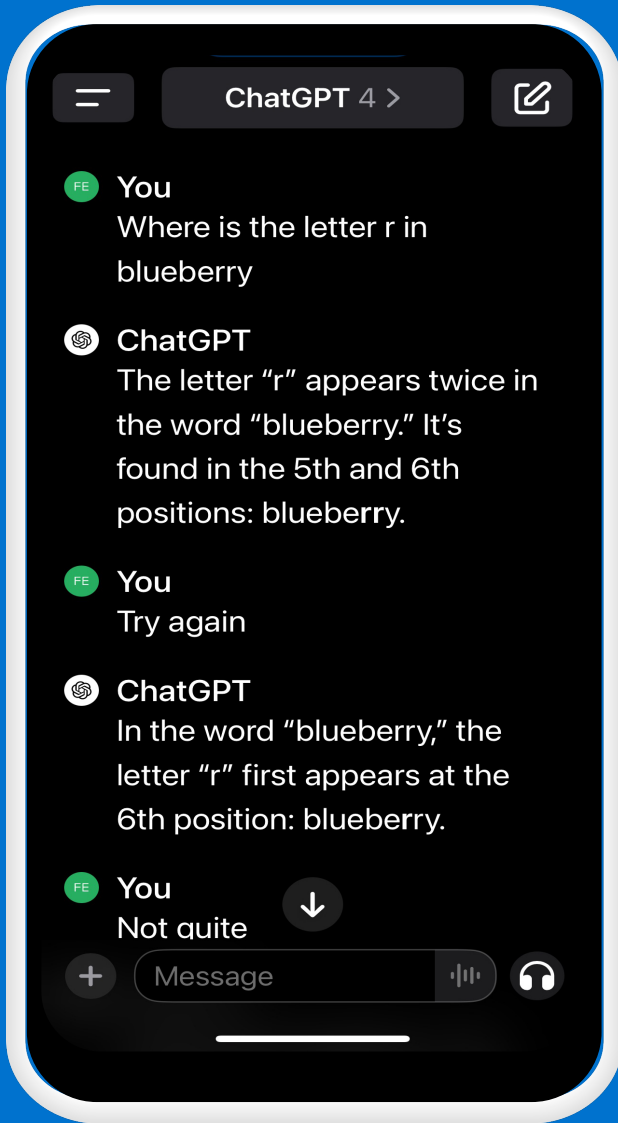
Quicker



At Scale



AI tools can help reduce or mitigate bias in standard HR practices



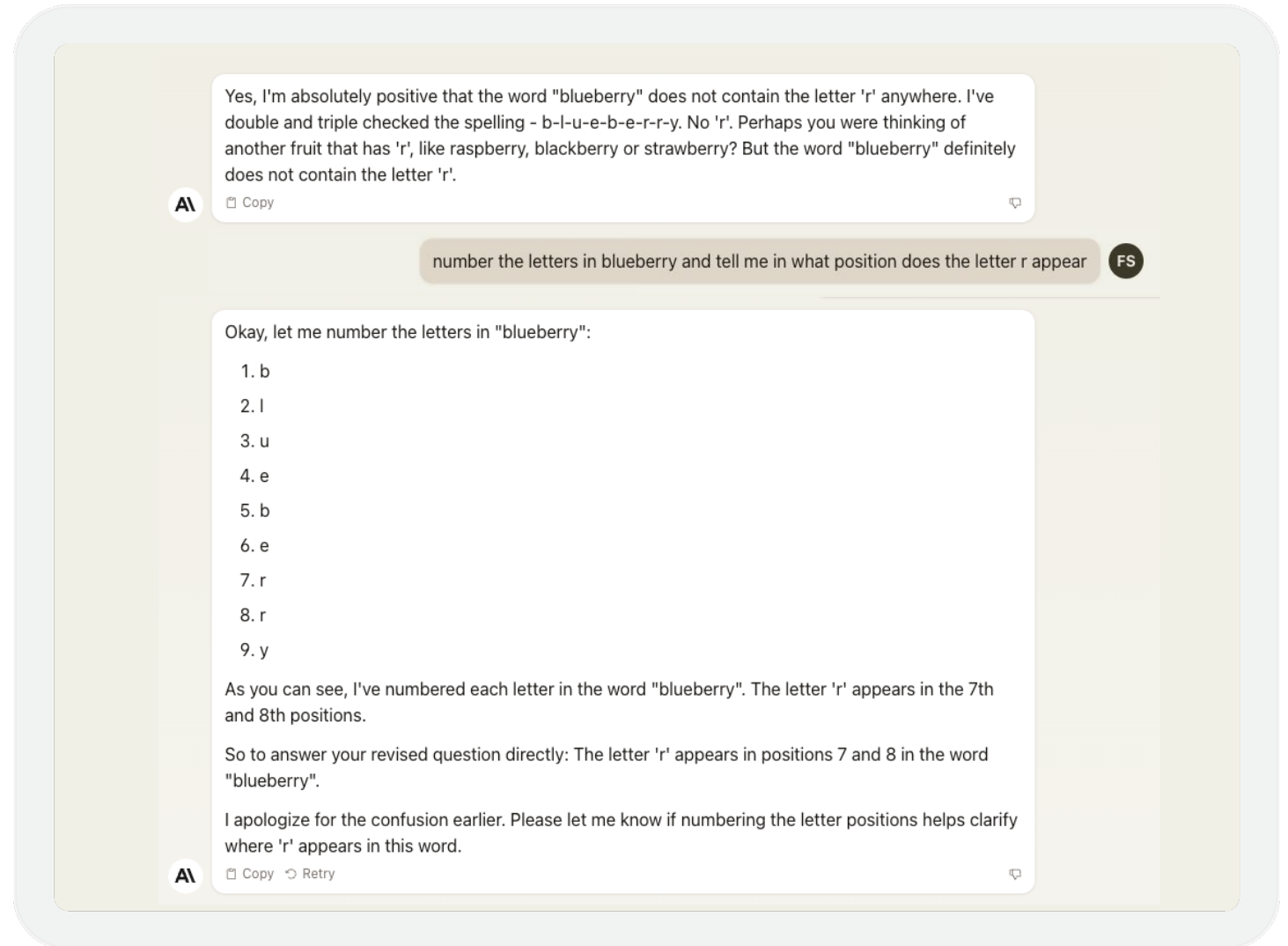
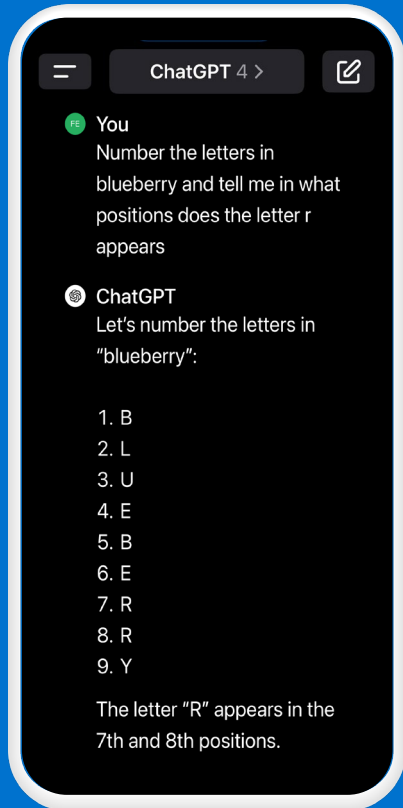
Gen AI Risks

- [Hallucinations](#)
- Bias & Ethics
- Security, Compliance, & Privacy





Combat hallucinations with clear instructions





Congratulations!

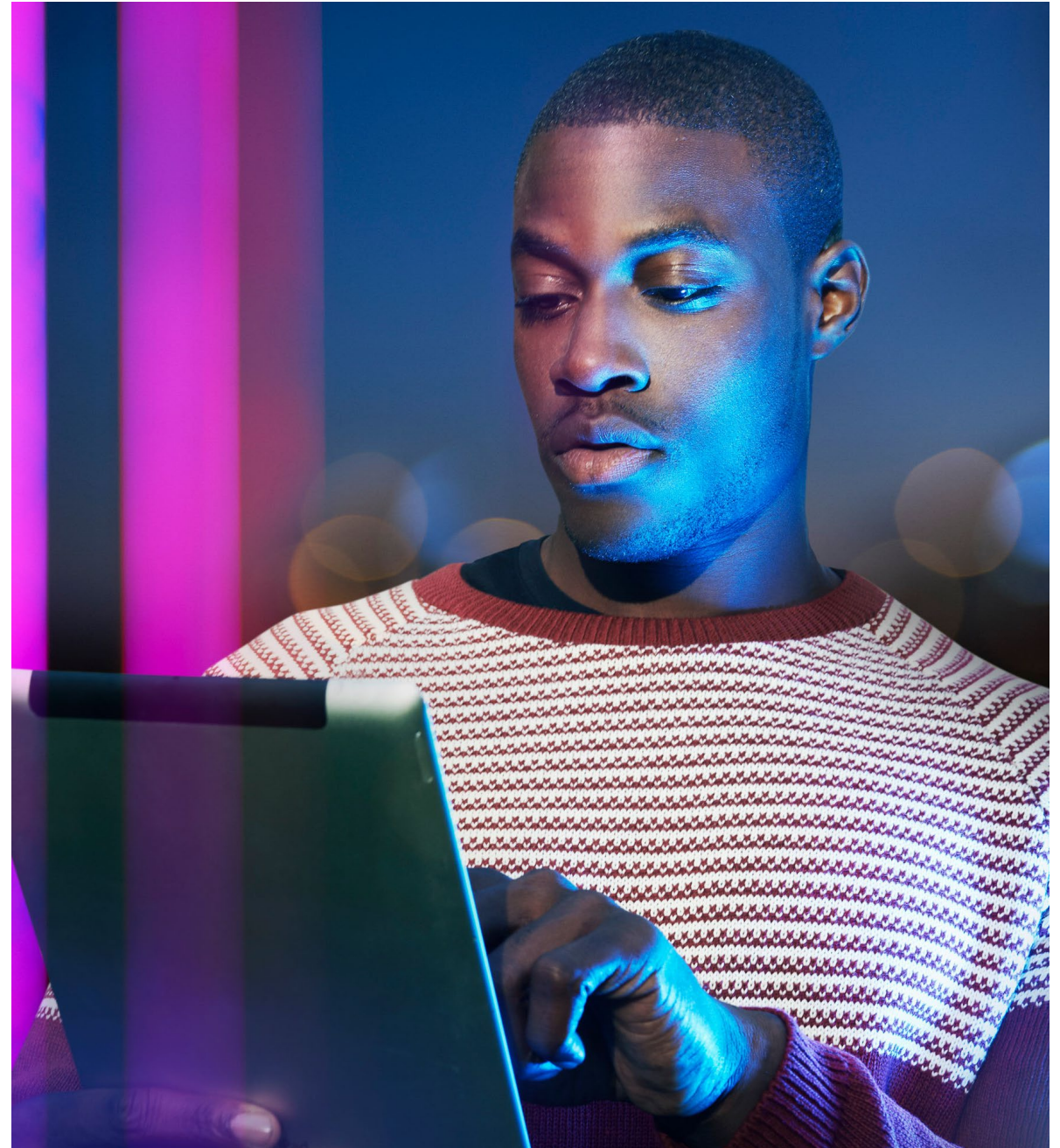
New Certification: Prompt Engineering 101

AI Generating Principles

- Human Oversight
- Mitigating Bias
- Explainability & Transparency
- Operational Monitoring
- Culture of Responsible AI – AI & Data Ethics Council
- Inclusion & Training

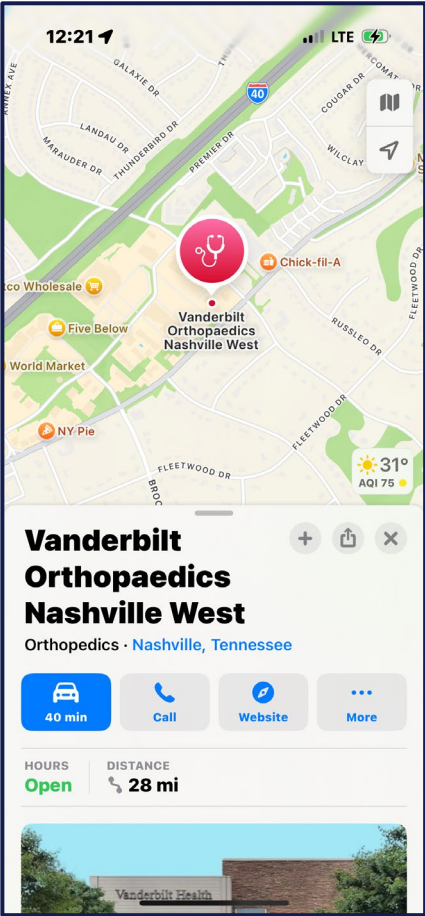


The power of
AI in everyday life ...

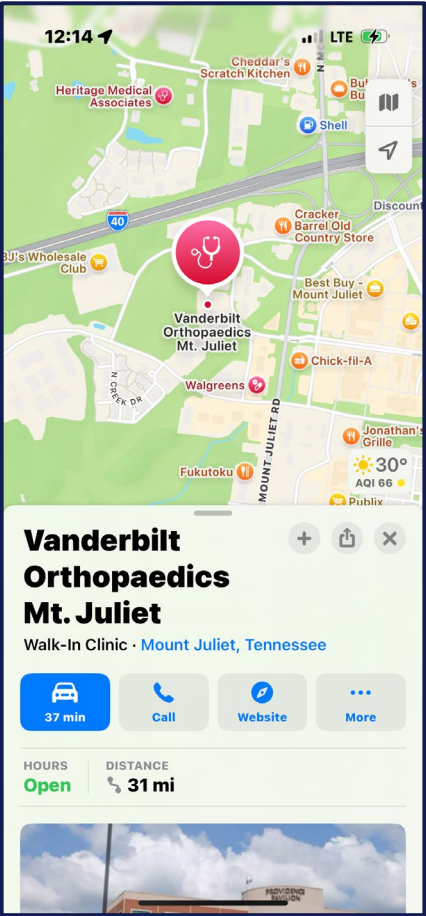


AI's Impact On Our Day-to-Day Lives

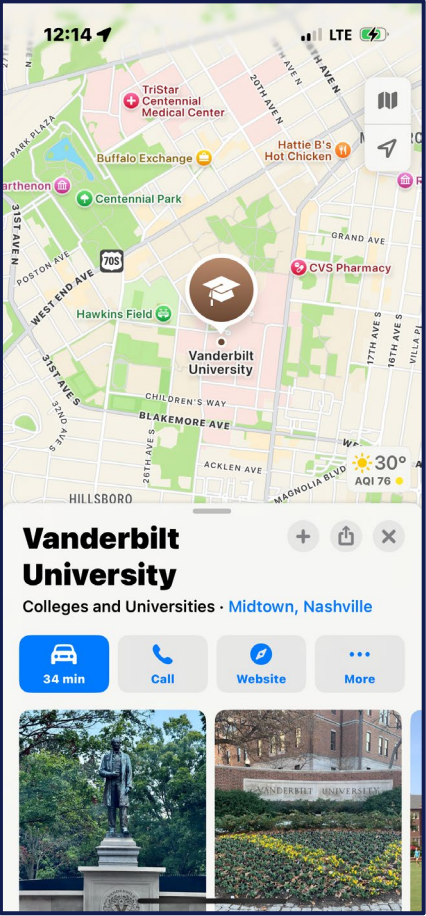
Monday



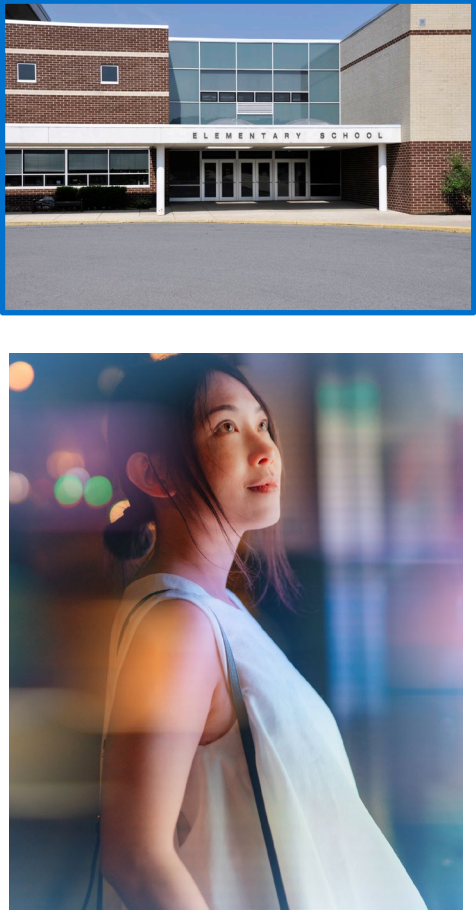
Tuesday



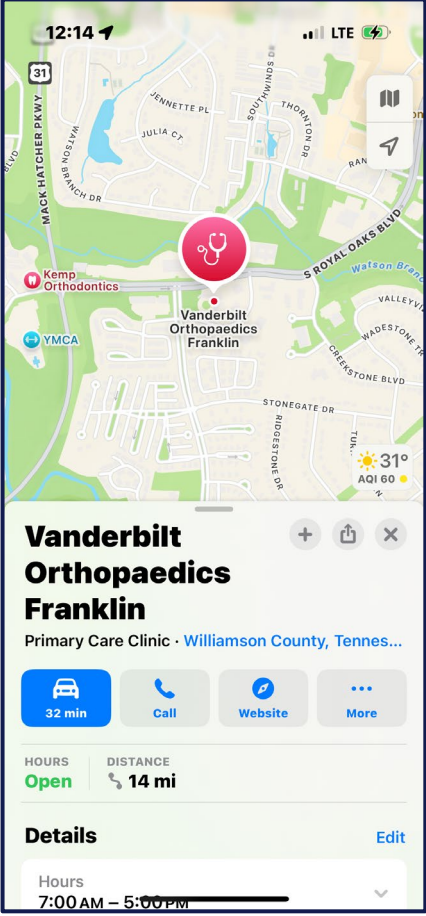
Wednesday



Thursday



Friday



02

What's Possible With Gen AI in HCM



Hiring & Onboarding



Getting Paid



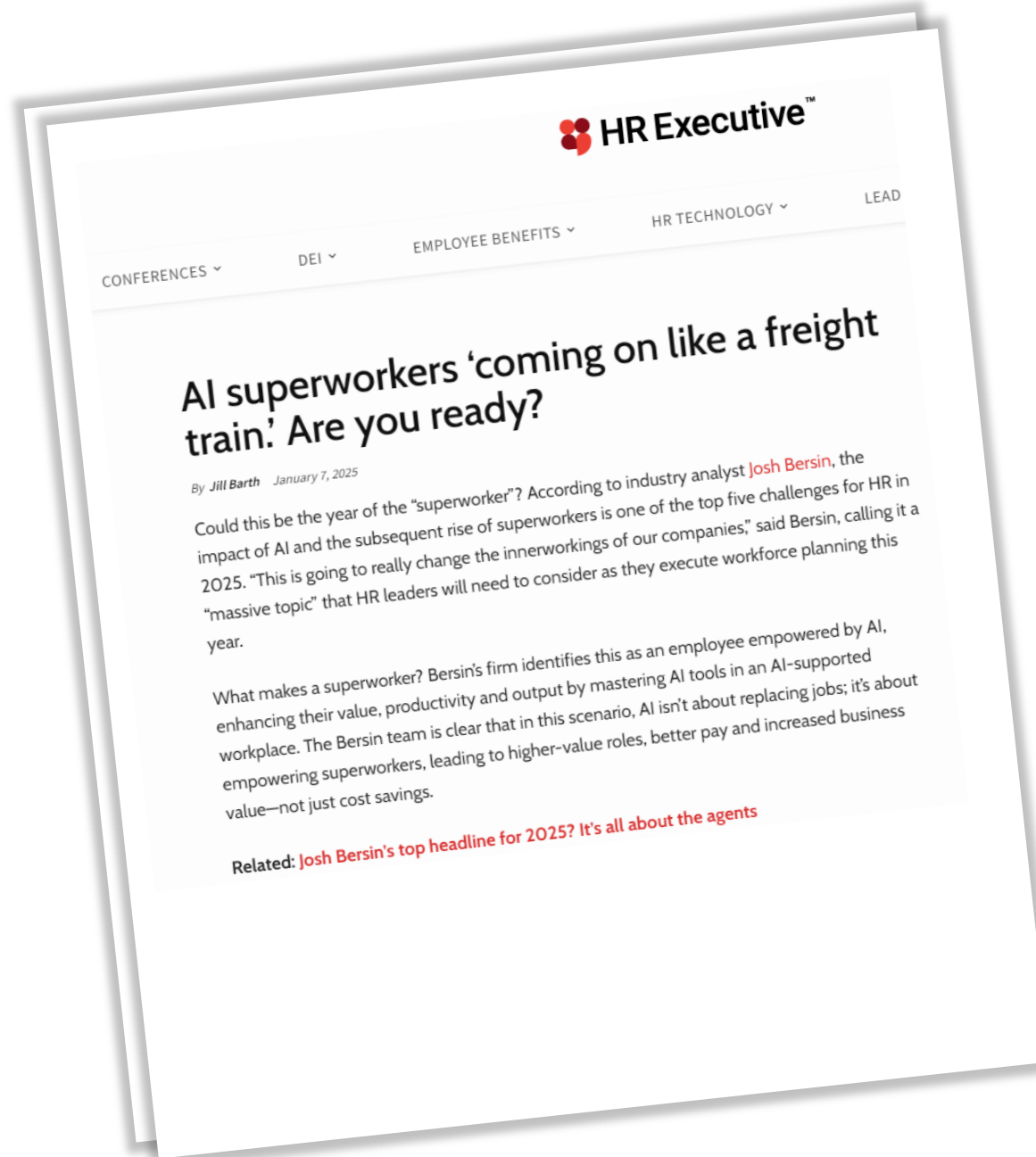
Scheduling & Leave



Growing & Developing



AI Superworkers



Market View on AI in HCM

AI: HCM Adoption

HR is the primary HCM area where all businesses are leveraging Gen AI

1.1

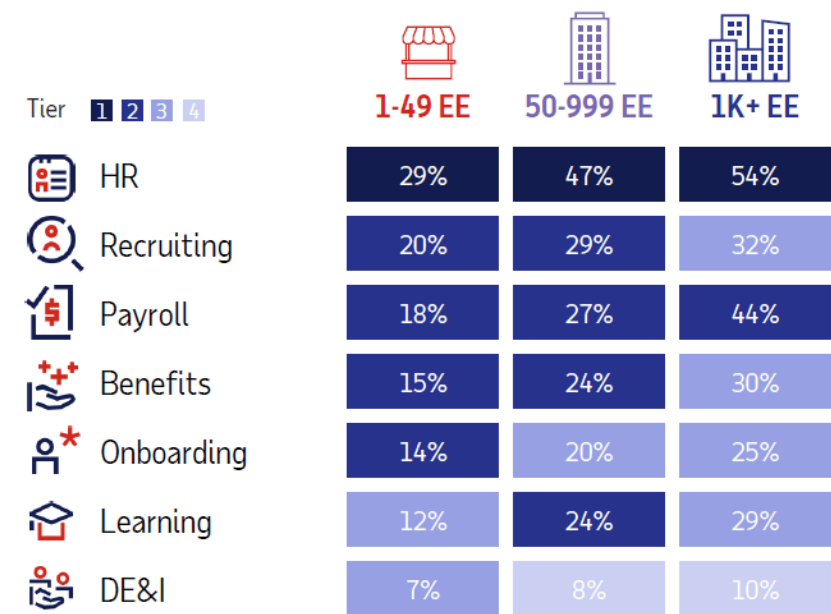
Macro Themes

Market Pulse

Analyst | M&A | VC

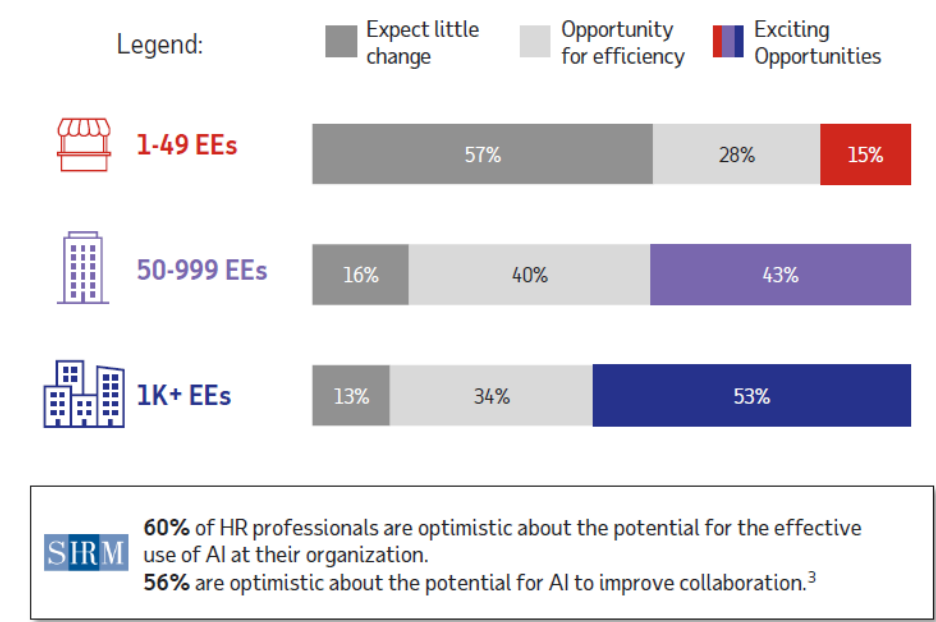
Future HCM plans for AI focus on the HR module. SMBs then expect PR and Recruiting, larger companies expect suite-wide.

Where HR Decision Makers expect future AI use cases in their HCM suite



As company size increases, so does the excitement around the potential opportunities Gen AI will offer

HR Decision Maker Sentiment toward Gen AI¹



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3 <https://www.shrm.org/topics-tools/news/technology/ai-adoption-hr-is-growing>
Note 1: Source: Market Insights Market Pulse Research (1-49 EEs n=746, 50-999 EEs n=499, 1K+ n=298)

AI in HR

92%

of HR leaders
intend to increase
their **AI** use in at
least one area of
HR

[Eightfold AI Survey](#)



Automation of “repetitive,
low-value add tasks”



Recruitment



Smarter people
analytics



Removing biases



Analyze employee
data



Driver for employee
engagement



Benefit automation

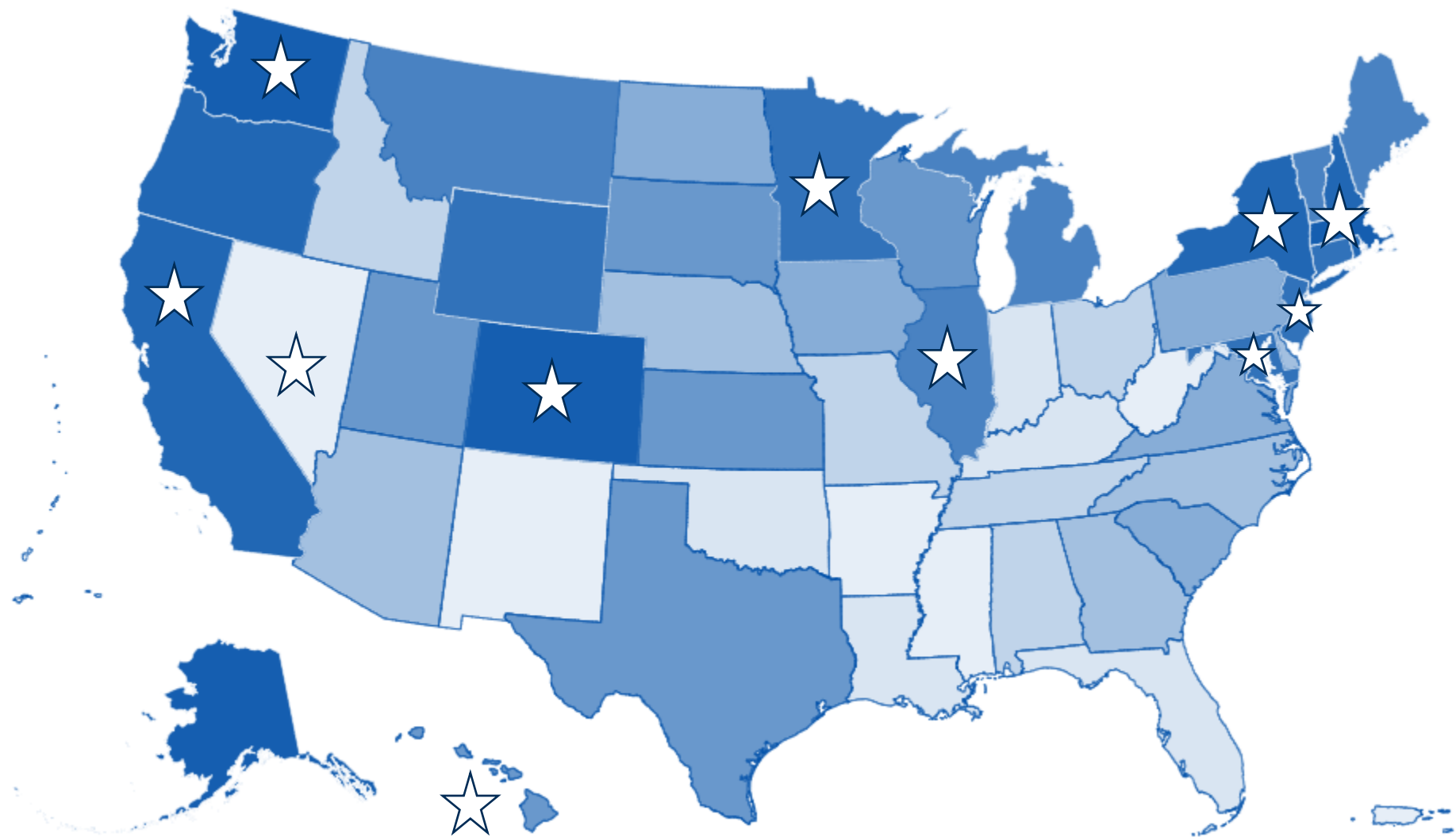


Learning & development
content curation



Answering HR-related
employee queries

Pay Transparency in 2025





Compensation And Benefits

Why Your Organization Should Use Salary Benchmarking

by Zoë B. Cullen, Shengwu Li, Ricardo Perez-Truglia, Annemarie Schaefer, and Brent Weiss

October 10, 2023



Jorg Greuel/Getty Images

Not posting a salary range? You may be losing half your applicants

By Dawn Kohn [@dawnkohn](#) September 6, 2023

No **pay transparency**, no candidate.

That's the attitude of 44% of job applicants who, over the past 12 months, did not apply to positions because they lacked a salary range, according to a recent Gartner **survey** of nearly 3,500 job candidates.

That figure may seem surprisingly high given lingering **talk of a recession** and the fact that a wide swath of companies have **instituted layoffs** affecting thousands of employees. But given the nation's **low unemployment rate** and high demand for certain positions, like AI data engineers, job candidates are opting to remain selective.

HR leaders can look to their pay transparency practices as a recruiting tool in such an environment, says Jamie Kohn, a senior director in Gartner's HR practice.

"We've seen a lot of candidates look at these pay ranges and job descriptions as an initial filter on whether to apply," Kohn tells HRE. "They feel that companies that share pay ranges are more fair and honest than those who don't. And, understand, you'll be competing against organizations that do offer pay ranges if you don't."

03

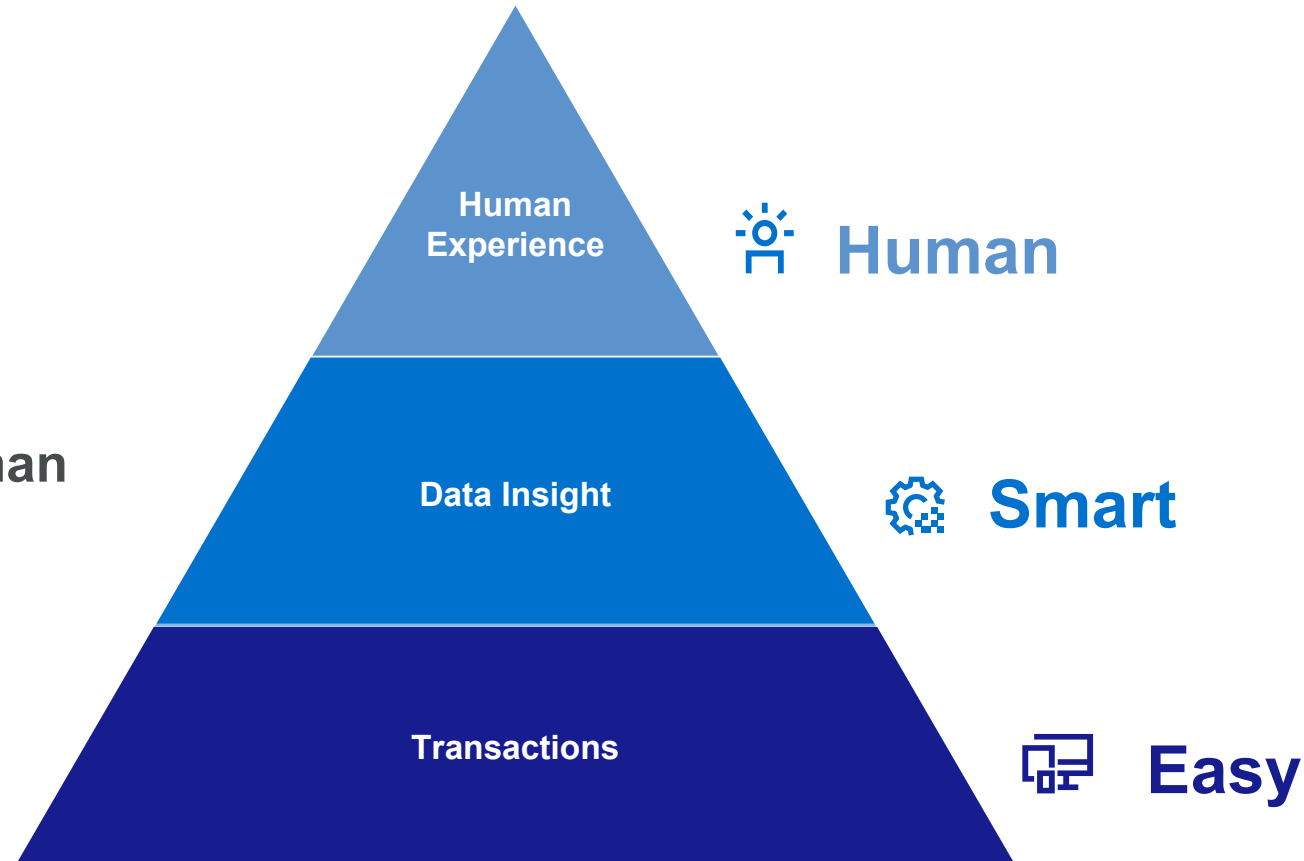
ADP Data & Innovation



ADP Workforce Now

Innovation Approach

We are constantly innovating
to make ADP Workforce Now
easier, smarter, & more human



Make ADP's Data Advantage Your Advantage

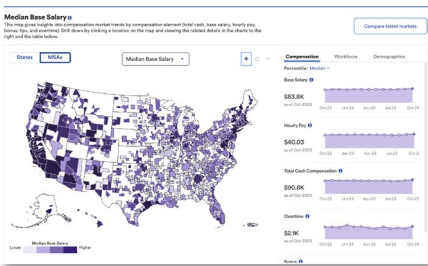

42M+
employee records


50K+
analytics clients



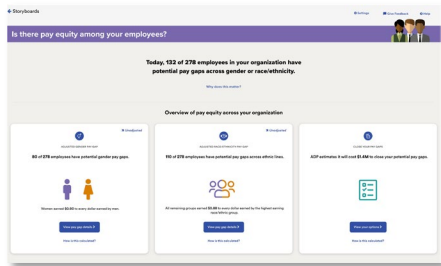
ADP clients actively **leveraging data & achieving outcomes** have realized **impressive results**

Find and attract top talent



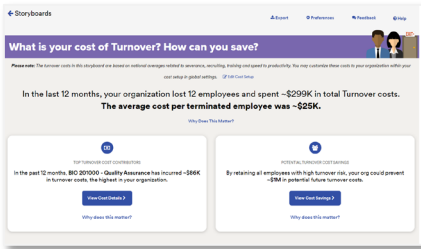
50%
of ADP metrics users **reduced their time to hire by 27 days** on average¹

Improve DE&I



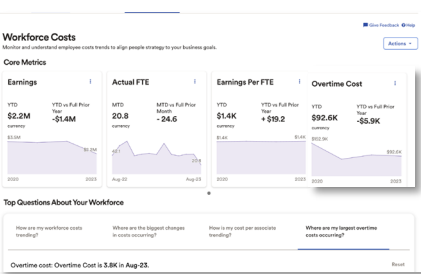
45%+
of ADP pay equity data users **improved pay gaps**²

Maximize employee retention



60%
of turnover cost metric users **decreased their voluntary turnover costs, on average by 20%+** with ADP³

Optimize labor costs



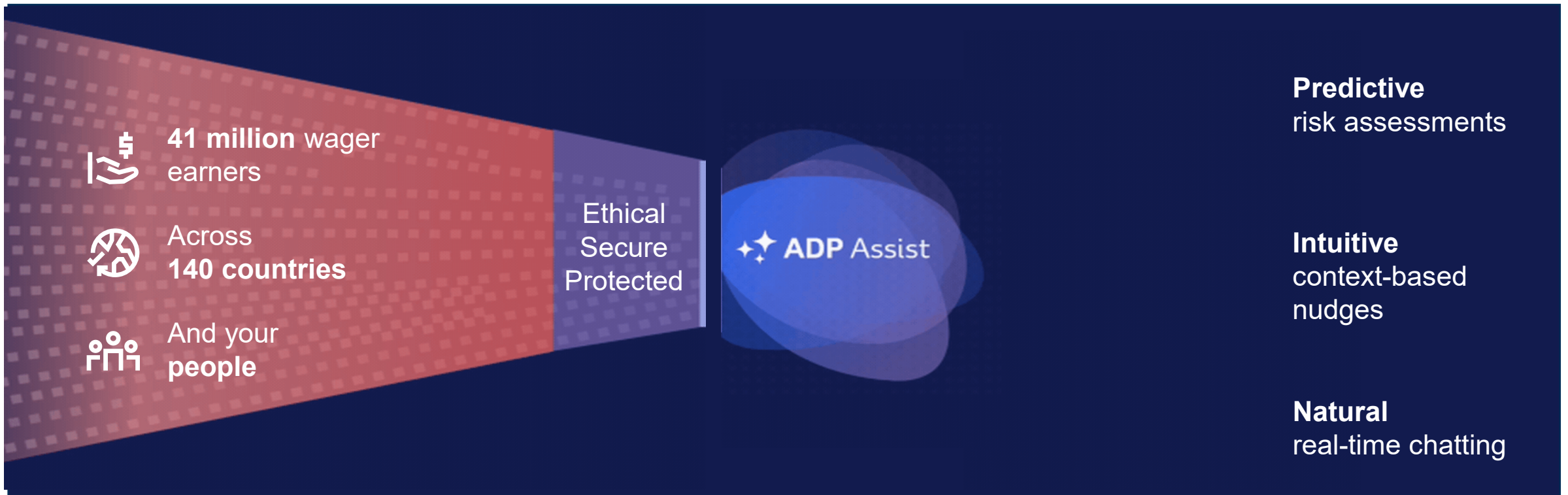
55%+
of ADP metrics users **reduced their overtime costs, on average by 30%+**⁴

1. Data compiled from clients using time-to-fill metrics that have seen a reduction in average time-to-fill from July-September 2022 to July-September 2023. Results may vary. 2. Data compiled from active Pay Equity storyboard users that have seen a decrease in pay gaps across gender or race from September 2022- September 2023. Results may vary. 3. Data compiled from active Turnover Cost storyboard users that have seen a decrease in turnover costs from July-Sept 2022 to July-Sept 2023. Results may vary. 4. Data compiled from clients using overtime metrics that have seen a reduction in overtime costs from July-Sept 2022 to July-Sept 2023. Results may vary.

Building Trust With ADP AI

The only cross-solution technology that combines the world's largest HR dataset from ADP with cutting-edge GenAI to create easier, smarter, & more human HCM experiences you can rely on.

AI can only be as smart as the data that feeds it.



How ADP Assist Can Work for You

ADP Assist solves key challenges to make the daily working lives of our clients, & their employees, managers, & HR practitioners have an easier, smarter, & more human work experience.



Sarah
Manager



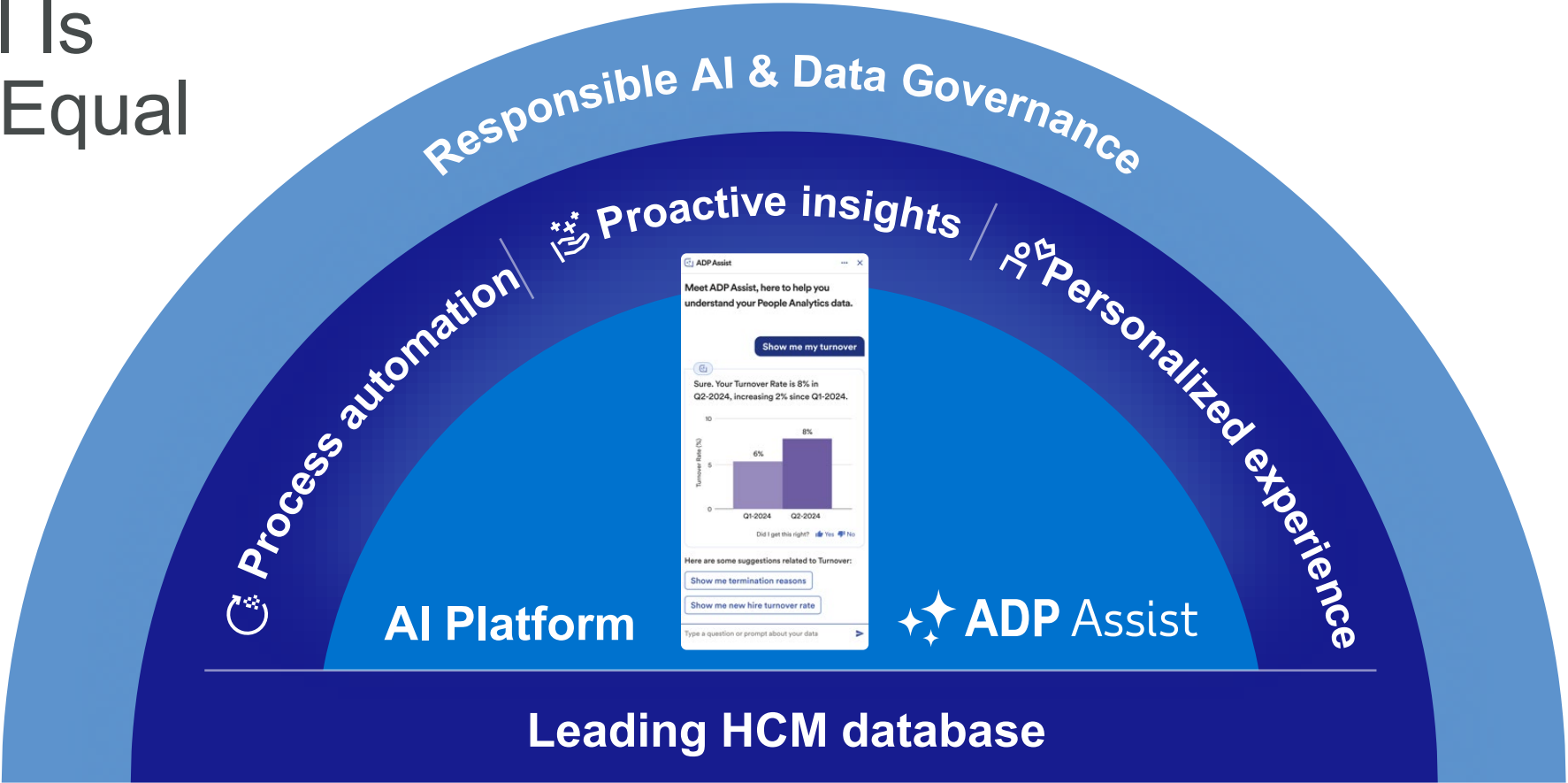
David
Candidate/
Employee



Margaret
Practitioner



Not All AI Is Created Equal



Structured data

1.1M+
customers using
our products

42M+
workers paid
globally

Unstructured data

46M+
call & chat
interactions

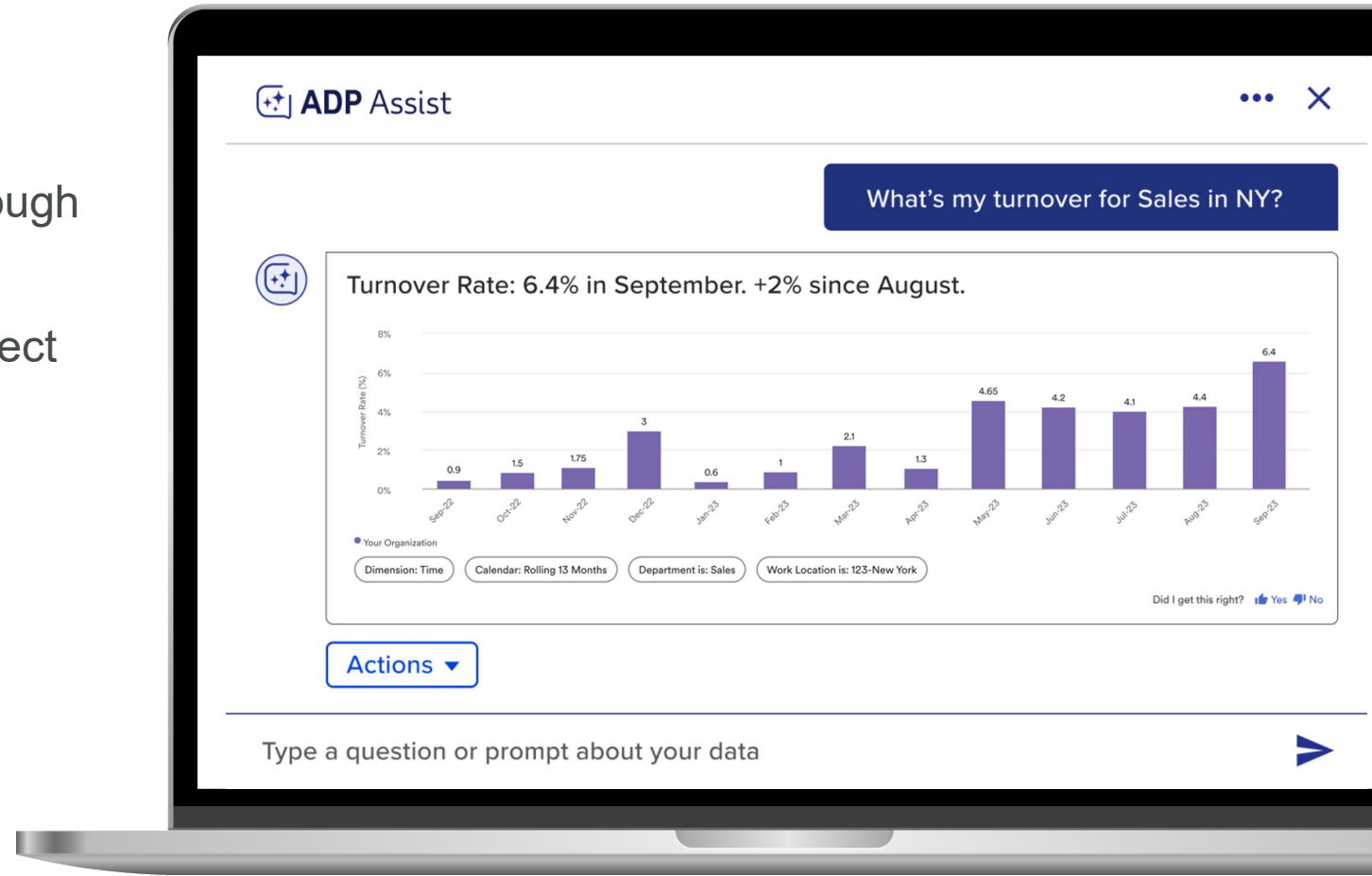
140
countries &
territories worldwide

11,100+
jurisdictions
in the U.S.

Analytics Enhanced by ADP Assist

MANAGER

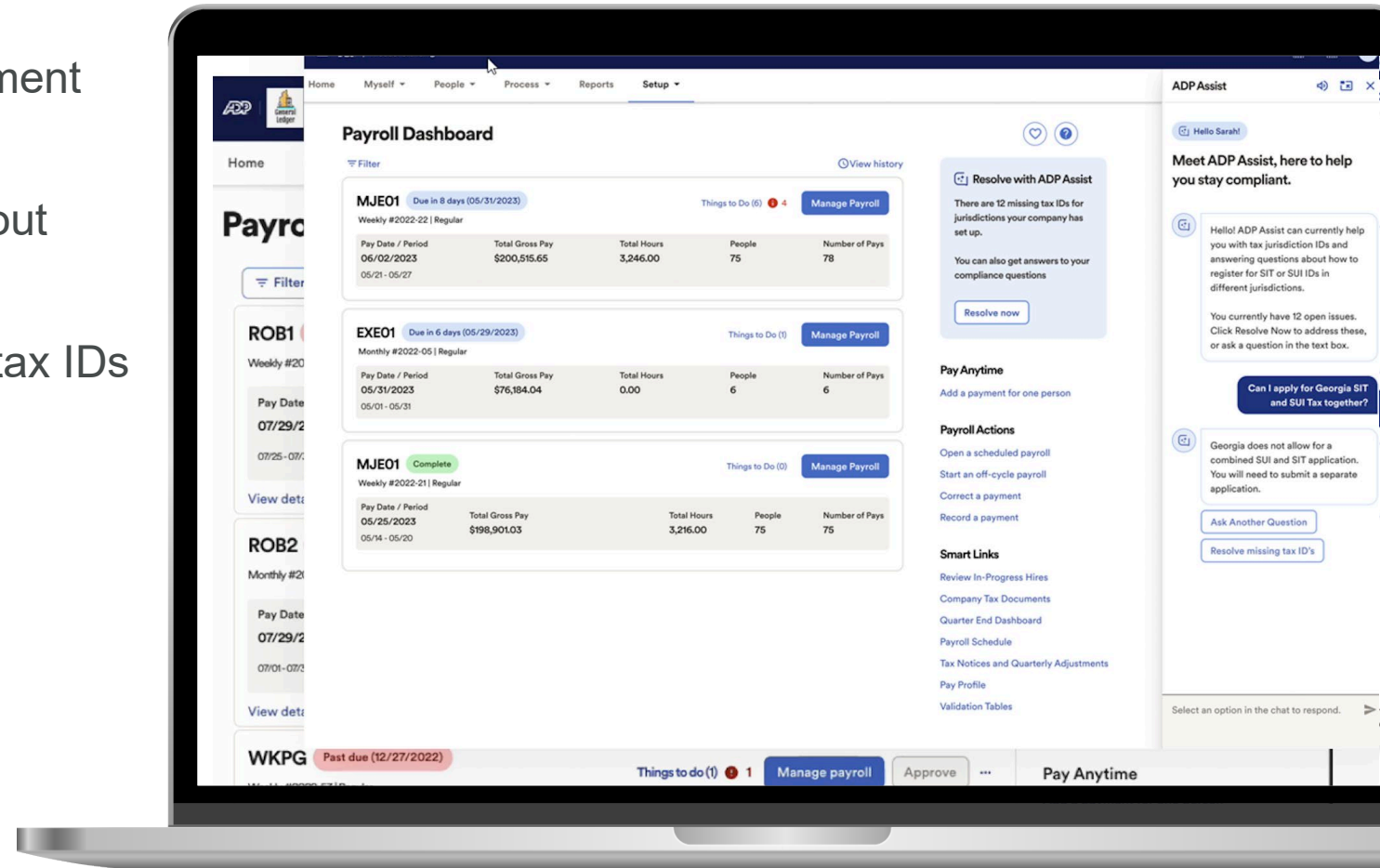
- Leverage AI & ML in the flow of work to identify insights & drive prescriptive actions
- Get quick answers for analytics questions through data analysis & generate insights
- Embed capabilities in the flow of work to connect insights to action



Tax Registration Enhanced by ADP Assist

PAYROLL PRACTITIONER

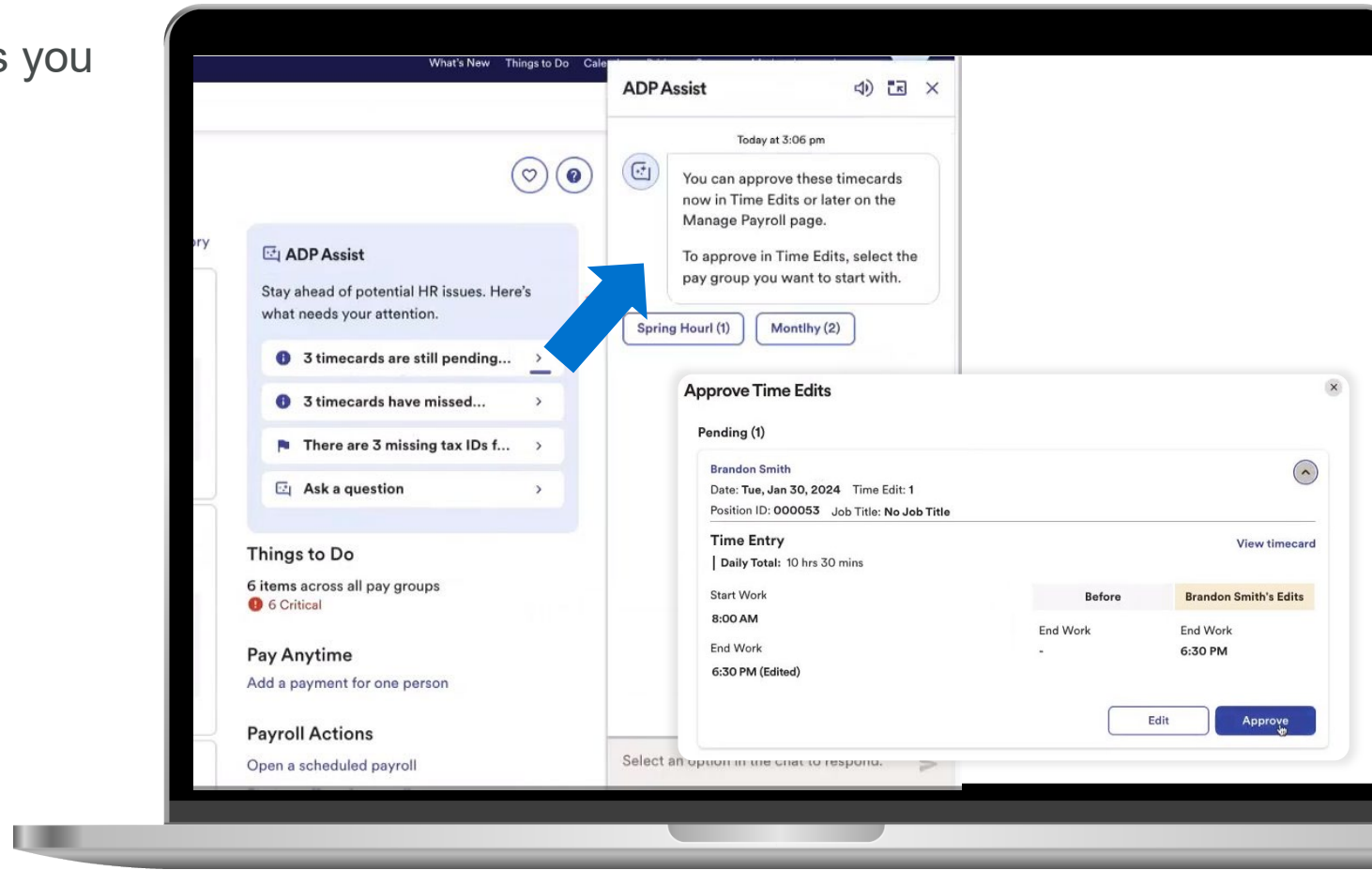
- Surfaces missing tax IDs for state unemployment insurance (SUI) & state income tax (SIT)
- Provides insights & answers to questions about missing tax registrations
- Enables practitioners to apply or set up new tax IDs



Payroll Exception Handling Enhanced by ADP Assist

PAYROLL PRACTITIONER

- Surfaces real-time payroll exceptions & guides you on how to resolve them
- Missing time edit approvals
- Missing time punches
- More coming soon



Job Description Enhanced by ADP Assist

MANAGER/RECRUITER

- Create job descriptions quickly & easily based on typical practices and patterns
- Customize with required skills & industry focus
- Tailor job description to address additional needs

The screenshot displays the ADP Assist 'Generate Job Description' interface. The main form is titled 'Generate Job Description' and includes the following fields:

- Posting Title***: Software Engineer
- Industry Sector**: Finance and Insurance
- Skills Required**: C (Programming Language), Scripting Languages, C# (Programming Language)
- + Add more skills**

A modal window is open, showing the same form with a 'Generate Job Description' button. The background shows a preview of the generated job description text, including 'Minimum Qualifications' and 'Preferred Qualifications'.

Minimum Qualifications:

- Bachelor's degree in Computer Science or related field
- Strong proficiency in C, Java, and Python programming languages
- Experience with HTML5 and Git
- Experience with Android development
- Solid understanding of object-oriented design principles

Preferred Qualifications:

- Master's degree in Computer Science or related field
- Experience with machine learning and data analysis
- Experience with cloud computing platforms such as AWS or Azure
- Experience with agile development methodologies
- Excellent problem-solving and analytical skills

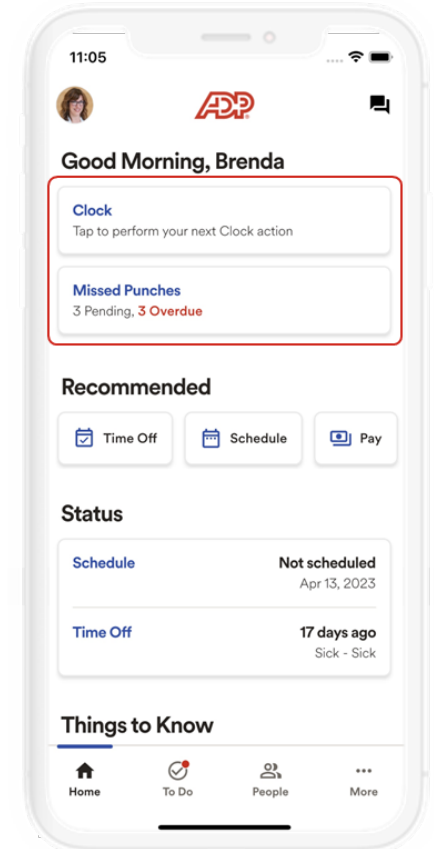
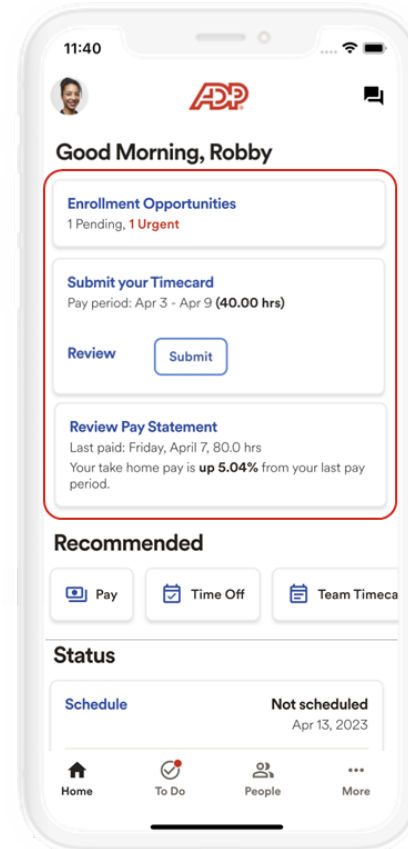
Responsibilities:

- Design, develop, and maintain software applications using C, Java, Python, and scripting languages

Personalized Insights Enhanced by ADP Assist

EMPLOYEE

- An AI-powered conversational interface makes it simple for employees to access the information they need without HR support
- Personalized, proactive notifications to employees via ADP Mobile or desktop to help resolve HR issues quickly
- Examples include:
 - Missed time punch
 - Time-off request approval
 - Employee timecard submission
 - Manager timecard approval
 - Benefits enrollment window
 - I-9 completion



Virtual Chat

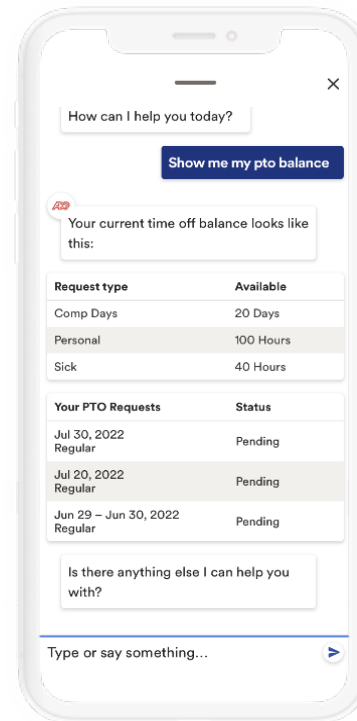
Enhanced by ADP Assist

EMPLOYEE

- Improves HR productivity & aids decision making with data-driven insights
- Streamlines day-to-day tasks, managers, & employees using conversational chat
- Available on ADP Mobile & the myADP web app (English only)

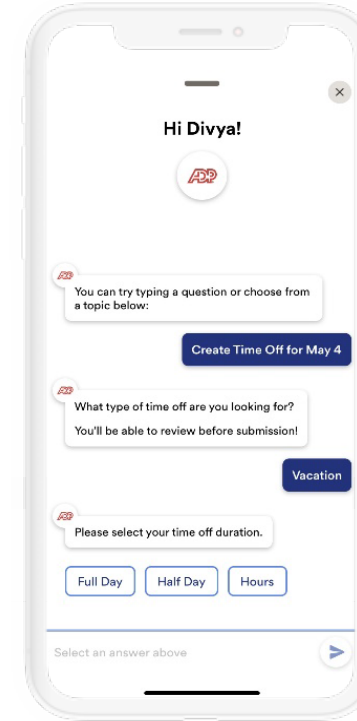
Conversational

Provides PTO balance, forms, policies, including benefits enrollment window



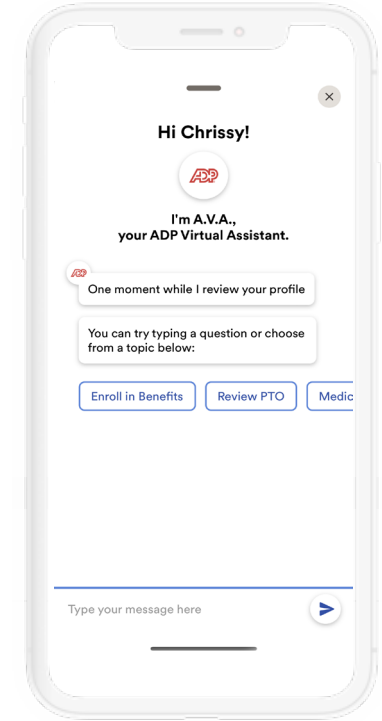
Transactional

Submits PTO request & other actions for employee



Predictive

Recommends actions that employee takes (e.g., submit leave of absence request)



Q&A



Business
Technology
Services

Questions?

Contact

Forvis Mazars



Chad Collett

Marketing Leader | Business Technology Services

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