



# Purchasing trends for HR software solutions in Western Europe and the U.S.

*Leveraging Surveys to Make Informed Decision*

## CHALLENGE

Before making a purchasing decision, a client wanted to learn about trends for HR software solutions, with a focus on employee engagement. This included analysing the pros and cons of purchasing HR software rather than using an in-house solution.

The company also wanted to understand how competing vendors were positioned in the marketplace and expectations for the future of the space.

## THE GLG APPROACH

GLG facilitated an online survey targeting top decision makers across a range of industries and sizes in Western Europe and the United States. Survey respondents were all previously involved in evaluating or purchasing of HR solutions for their organizations.

## OUTCOME

After gaining insight from 200 expert respondents, the client better understood HR software solution trends, key purchasing criteria, providers' performance, integration with other modules (e.g., payroll), spend, and propensity to switch from in-house solutions to a third HR solution provider.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**GLG facilitated an online survey targeting decision makers in Western Europe and the U.S. to provide client with insights into purchasing trends for HR software solutions.**

## Why GLG?

GLG delivered the insight needed to uncover the purchasing trends for HR software solutions.

Data was provided to client in 10 days.

## Approach

The online survey included 200 CHROs and HR directors in Western Europe (40% of respondents) and the U.S. (60%) with a questionnaire carefully designed to access the key learning objectives.

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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