FACTORIAL
SAAS MARKET RESEARCH
COUNTRIES: FR,ES,MX,BR,AR,PE,CO,CR,EC

factorial

Context & Requirements

- **Context:** Factorial has developed an HRIS software package and wants to find out what HR managers and company directors expect to sell its solution better in different countries
- **Questions:** What are companies' needs in terms of HR digitalization? What is Factorial's competitive position? How to differentiate?
- **Objectives**: Identify needs regarding tools, digital maturity, and segments to focus on commercially, depending on the country

Solutions

- Conduct a quantitative survey of 2,900 HR managers in 10 countries in Europe and South America.
- Measure the digital HR maturity of companies according to their profile (size, sector)
- Measure awareness of the Factorial solution among different target groups
- Survey company needs by profile

Results

- Measurement of annual HR budget and digital investments
- Brand positioning concerning competitors
- Assessment of time spent on administrative tasks and level of HR automation
- Analysis of the propensity to increase digitalization and adopt new technologies
- Identification of companies by location, number of employees, and size of HR department

Into The Minds