# Digital HR innovations reshape UK workplaces



Digital transformation within HR is emerging as a key driver of improved employee experience and operational efficiency across UK industries. The 2025 Personnel Today Awards shortlist for digital HR and technology features a diverse range of initiatives demonstrating how automation and AI are reshaping people management.

Bupa UK, with 25,000 employees, tackled the complexity of its benefits system to improve awareness and engagement. In partnership with Benifex, it introduced the OneHub platform, rebranded VivaBenefits, creating a personalised, centralised benefits experience. Integrated with health tools such as the MyBupa app, the platform enables tailored modelling of benefits choices. A strong communication campaign, led by executives and employees, achieved rapid adoption and supports Bupa’s broader wellbeing strategy.

Centrica addressed delays caused by fragmented HR policy access by launching CenAI, an AI chatbot developed using Microsoft Azure. The tool provides instant, accurate guidance, reducing HR queries by over 30 per cent in three months and improving compliance and satisfaction. The system has an 85 per cent user satisfaction rating.

Flutter Entertainment adopted OneHub to harmonise benefits across countries following a merger. The company focused on local adaptation and cultural diversity in its communications, achieving over 80 per cent engagement in the UK. The streamlined platform has reduced administrative burden and improved oversight.

Lloyds Banking Group responded to policy navigation issues by launching Prosper, a generative AI-powered HR portal developed with ServiceNow. It features intuitive navigation, verified content, and chatbot support with live escalation. Policy documents were rewritten in clearer, inclusive language. Since launching in 2024, Prosper has attracted over 66,000 users, with more than 90 per cent of queries now resolved via self-service and a net promoter score above 90.

Savills eliminated payroll errors across 5,000 employees by replacing manual processes with Payscale, a centralised platform. Within three years, payroll errors fell from hundreds annually to zero. The system saved significant time and improved cross-department collaboration, with plans for regional expansion.

TP UK launched HR Bitesize, a flexible training programme using live sessions, e-learning and AI tools such as Synthesia. Management training hours rose from 3,000 in 2023 to nearly 39,000 by mid-2025, with notable gains in leadership capability and compliance.

Welcome Break introduced Highway!, a gamified learning platform, and Journey, a Workvivo-powered employee experience tool, for its largely frontline workforce. These platforms offer personalised, AI-enhanced content and have improved engagement, reduced sickness absence, and halved legal costs per employee.

These case studies reflect the UK’s growing leadership in AI-driven HR innovation. While complexity and data accuracy remain challenges, organisations are increasingly using digital tools to create more agile, accessible and effective workplace environments.

Created by [Amplify](https://www.hbmadvisory.com/amplify): AI-augmented, human-curated content.

## Bibliography

1. <https://www.personneltoday.com/hr/personnel-today-awards-2025-shortlist-digital-hr-and-technology/> - Please view link - unable to able to access data
2. <https://www.bupa.com.au/health-insurance/health-insurance-plans> - Bupa Australia offers a range of health insurance plans tailored to meet diverse needs, including hospital and extras cover. Their plans provide access to a wide network of healthcare providers, ensuring members receive quality care. Bupa also offers additional services such as health management programs and discounts on health-related products. The company emphasizes customer support, providing resources to help members understand and choose the right plan for their circumstances. Bupa's commitment to health and wellbeing is evident in their comprehensive coverage options and member-focused services.
3. <https://www.centrica.com/about-us> - Centrica plc is a British multinational energy and services company headquartered in Windsor, Berkshire, England. It is the largest supplier of gas to domestic customers in the United Kingdom and one of the largest suppliers of electricity, operating under the trading names British Gas in England and Wales, Scottish Gas in Scotland, and Bord Gáis Energy in Ireland. Centrica's services include energy supply, home services, and business solutions, aiming to provide energy solutions that are reliable, affordable, and sustainable for its customers.
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