

Utilising the power of research to drive successful business outcomes

hrtech.sg improves research dissemination and engagement with its global audience of HR and HR Technology professionals with the twimbit solution

hrtech.sg

advisory | consulting | marketplace

Customer: [hrtech.sg](#)

Industry: [Advisory/HR consultation](#)

Expansion market: [Singapore](#)

Challenges

- Limited collaboration with research consumers
- Limited features and functionality of its existing solution
- Insufficient management time and resources to build a custom platform
- Prolonged time to market
- Ensuring SEO optimisation for widespread consumption

Products

- Content creation and distribution software (twimbit partner site)
- twimbit managed services

Features

- twimbit plug-and-play Software-as-a-Service (SaaS) platform
- Analytics dashboard to monitor research
- Personalisation

Outcomes

- Improved research dissemination
- Wider audience outreach
- Expert and audience engagement

Future collaboration

- Monetise insights
- Engaging with the audience through live events and social features



Driving successful business outcomes with the power of research

With over 140 providers across 8 HR categories, hrtech.sg hosts the largest HR Technology marketplace in Singapore. The company works with enterprises to transform their operations digitally by identifying right-fit HR Technology solutions. As an effort to help enterprises better assess the solutions available, hrtech.sg utilised research to educate prospects in HR Technology solution purchasing.



True to their technology-first approach, twimbit has truly made a huge difference to the world of research by driving better business outcomes. Through their tech-driven knowledge platform, hrtech.sg has been able to share our HR Technology research content in a seamless manner to a global audience. twimbit's SEO score calculator is truly one of the highlights as it helps us provide content that can reach a wider audience in a more targeted fashion. Look forward to the road ahead with the twimbit partnership as we look to expand our research capabilities,"

Sriram Iyer,
Founder & CEO
hrtech.sg.

A plug-and-play service that offers an all-in-one solution

In the past, hrtech.sg engaged with an external web development team to build its website. However, whenever the company required new features such as podcast dissemination, the team would have to build this capability from scratch. This resulted in a lag time between research ideas and execution.

twimbit solved these needs by offering a plug-and-play Software-As-A-Service (SaaS) platform. With multiple research channels available, hrtech.sg can now showcase and manage research assets in different formats seamlessly. The twimbit platform also offers an analytics dashboard as a tool for hrtech.sg to monitor its content further. By doing so, hrtech.sg can make informed decisions about better ways to engage with its targeted audience.

Working hand-in-hand to realise the joy in research consumption

hrtech.sg aimed to improve consumer engagement with its research. The previous web development team it worked with did not understand how to present research content effectively. As such, hrtech.sg turned to twimbit, the experts in research dissemination, to ensure its research impacted its audience positively.

twimbit tailored a partner site specifically to the needs of hrtech.sg. The platform categorised the research findings by hrtech.sg into distinct sections, making it easy for readers to consume. A universal search feature and ready-to-serve interaction tools are also available on the site, which further enhances the user experience.

Additionally, twimbit provides a content specialist and a technology specialist to help the hrtech.sg team with its platform navigation. The specialists solved queries instantly by establishing communication channels, and the close collaboration demonstrated by the twimbit team has been vital in creating successful outcomes.

Looking ahead

hrtech.sg hopes to monetise its insights with the help of twimbit. The company was not previously aware of this due to the complexity of transaction and library management. In the future, hrtech.sg is keen to utilise the twimbit platform to engage with its audience through live events and social features.



Where the world **discovers**
and shapes research

How we think

Our aim is to produce exponential impact for every business and career through the power of research. We understand the industry to know that the way research is produced, personalized and consumed needs to change. We are the catalysts to bring a fresh and new perspective to you.

How can we help?
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