

Harnessing technology for workforce management

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[Civica](#), a global GovTech champion supporting the needs of citizens and those that serve them every day, has published new research. The study provides key insights into the critical challenges facing workforce management in the public and private sectors.

The report, [*Optimising Workforce Management: Insights, Challenges & Strategies for the Future*](#), examines workforce shortages, recruitment inefficiencies and retention struggles, while offering strategic solutions to help organisations build a resilient and future-ready workforce.

Produced by Civica in partnership with Total Research, the research highlights the need for innovative approaches to workforce management. Findings reveal that while some organisations are making strides in talent attraction, major gaps remain in retention and employee engagement. A striking insight from the report shows that only 5% of respondents rate their organisation as 'very good' at overall workforce management, pointing to a clear opportunity for improvement.

Scott Sampson, Executive Director – People and Workforce Management at Civica, commented, "The public sector plays a vital role in our economy and society, and ensuring its workforce is effectively managed is more important than ever. While pay remains a key factor in retention, our research shows that organisations must go beyond salary increases to foster employee engagement and productivity. Digital workforce management solutions, data-driven decision-making and leadership development are crucial in addressing ongoing workforce challenges."

The report underscores the importance of adopting modern workforce management systems, with 67% of respondents identifying 'enhanced productivity' as a top benefit of such tools. However, the findings also indicate that many organisations are underutilising technology, with only 34% confirming they have a workforce management system in place. The research highlights eight key strategies for transformation, including automation of recruitment, investment in digital workforce tools and enhanced leadership training to drive better workforce outcomes.



As organisations embrace 2025 and move beyond, the report serves as a call to action for both public and private sector leaders to modernise workforce strategies. By embracing digital transformation and prioritising employee engagement, organisations can mitigate workforce shortages, improve retention, drive cost efficiency and build a more agile and resilient workforce for the future.

Download the full report [here](#) for detailed insights and recommendations.