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# UKG Aspire Global Analyst Day 2025 updates

## ANALYST

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## The Bottom Line

At UKG's annual Aspire user Conference in Las Vegas, Nevada, the vendor hosted a Global Analyst Day to reflect on recent product launches and detail updates to its GTM, product, customer experience, and broader AI strategies. Bryte AI and UKG's focus on the frontline workforce led the majority of new innovations, with announcements including the introduction of the Workforce Intelligence Hub, Rapid Hire, Dynamic Workforce Planning, Project Alto, and the Frontline Worker Network. These AI-driven investments are specifically targeted at the requirements of organizations with frontline-heavy workforces, including retail, hospitality, healthcare, and manufacturing. The vendor also revealed that it has continued to invest in customer experience, providing an AI-powered UKG Service Agent and Configuration Assistant to enable clients to achieve quicker implementation and resolution times. Overall, UKG's transformation from an HCM vendor to a Workforce Operating Platform, driven by the vendor's AI investments, breadth of frontline workforce data, and unification through the People Fabric data platform, assures that current and future solutions can surface valuable insights and drive action in the ever-evolving landscape of frontline workforce needs.

## Overview

At UKG's annual Aspire user conference, it hosted a Global Analyst Day to share updates on its business and product strategy and detail roadmap items for 2026. Following a recent rebrand, the vendor is also progressing its go-to-market strategy, with a keen focus on HR, WFM, and Pay that is underpinned by AI-driven insights and experiences for frontline workforces. Aligning with this approach, UKG announced the upcoming launch of its Workforce Intelligence Hub (WIH), updates to its Bryte AI architecture, and various product enhancements across its UKG Pro, Pro WFM, and UKG Ready suites, as well as its UKG One View multi-country payroll product. The vendor has doubled down on its commitment to meeting the needs of organizations with substantial frontline workforces, introducing the Frontline Worker Network (FLWN), Rapid Hire, Project Alto, and Dynamic Labor Management. Additionally, AI is not only lending itself to products but also to UKG's customer success arm, providing organizations with heightened levels of support and ongoing partnership.

At Aspire 2025, UKG introduced the Workforce Intelligence Hub, Frontline Worker Network, Rapid Hire, Project Alto, and Dynamic Labor Management.

## AI Strategy

UKG is working towards its vision of delivering a unified Workforce Operating Platform that is powered by data, intelligence, and people-first AI. To effectively meet this goal, the vendor is also simplifying its description and categorization of AI products to improve customer understanding and adoption. The three pillars powered by Bryte AI include Actions, Assistive AI, and Agentic AI. Actions include things like AI-powered search, while Assistive AI covers single tasks, such as answering questions, drafting content, and retrieving information. UKG Bryte delivers agents that can execute multi-step processes autonomously, often across multiple systems, and provide complex recommendations. As the vendor continues to invest in Agentic AI, the unification of data is crucial to driving value from the tools. Unifying HR, WFM, and pay data within UKG's People Fabric has been key to the ongoing enablement of agentic capabilities.

UKG's three pillars of AI include Actions, Assistive AI, and Agentic AI. This approach eases the understanding of offerings for customers, promoting increased adoption.

The strength of People Fabric is highlighted by the introduction of the Workforce Intelligence Hub, a Bryte AI-driven solution that combines all workforce information into a unified view, updated in real time. Acting as a command center for workforce operations, leaders can use the WIH to access deep labor insights around labor demand, overtime trends and anomalies, staffing coverage and gaps, and workforce wellbeing. AI-powered actions will enable users to make quick changes across UKG and third-party systems based on insights across these areas. The WIH

also offers benchmarks, enabling organizations to gain a better sense of overall performance in relation to their peers. With this launch, UKG is shifting the role of HCM from a system of record to a “system of action”. Other launches include UKG Document Manager, which centralizes more than 1.5 billion customer documents across systems to promote enhanced search, compliance, and insight delivery, and the vendor’s Next Gen People Assist, which combines assistive and agentic AI to provide employees with a single location to access HR, knowledge bases, and workplace applications.

UKG Document Manager centralizes more than 1.5 billion customer documents across systems to enhance search, compliance, and insight delivery.

### Continued Frontline Focus

Other major announcements unveiled at UKG Aspire include the introductions of UKG Rapid Hire, Dynamic Workforce Planning, the Frontline Worker Network, and Project Alto. Rapid Hire is the product of UKG’s acquisition of Chattr, a high-volume hiring startup. The tool delivers an AI- and Mobile-first conversational experience that pairs candidates with open roles, focusing on skills and experiences. Rapid Hire has the potential to significantly reduce time to hire by automating repetitive tasks that plague organizations with high-volume hiring needs. The vendor also introduced Dynamic Labor Management, a tool that continually analyzes labor demand data, schedules, and forecasts, providing recommendations to help address over- and understaffing situations, which fluctuate notoriously quickly in frontline-heavy industries.

UKG Rapid Hire is a high-volume hiring tool that pairs candidates with open roles through a conversational experience.

The UKG Frontline Worker Network delivers an AI-powered experience for frontline employees, providing them with a curated network and services and partners to support their financial wellbeing, health, and other everyday needs. Early partners include Chime, TurboTax, and OnePay. Guidance and incentives are personalized to each user and based on work trends. Finally, UKG announced Project Alto as a voice-first experience that is built specifically for the frontline, acknowledging that these workers often only have access to mobile devices while on the job, and are carrying out a multitude of hands-on tasks that make typing and clicking unsustainable. Project Alto offers a conversational interface that enables frontline employees to view information like schedules and pay, and even take actions such as picking up shifts, completely hands-free.

### Customer Experience Enhancements

UKG has also implemented AI in its own customer support process, with its UKG Service Agent and Configuration Assistant. The UKG Service Agent is a multilingual AI assistant that can proactively communicate,

handle calls, and share personalized knowledge with customers to shorten response times and improve case resolution metrics. The AI-powered Configuration Assistant helps customers with implementation to significantly reduce build time and positively impact time-to-value and payback period. UKG also detailed ongoing traction with its Emerald concierge-level service for enterprise customers, which provides them with dedicated experts and white-glove support. Overall, while the vendor is investing in AI to effectively scale the power of its customer support and success initiatives, it is also continuing to focus on the value of human-led partnerships between vendors and customers. In combination, these initiatives will drive more proactive support and continue to improve the customer experience.

## Looking Ahead

Unification of data was the broader theme underscoring UKG's recent announcements at this year's Aspire. New products, such as the Workforce Intelligence Hub, bring the vendor's expertise in serving frontline industries and vast amounts of HR, WFM, Pay, and culture data to fruition. The simplification and greater explainability of AI-powered tools are expected to drive accelerated adoption of UKG Bryte capabilities and drive incremental value for organizations using UKG, whether across the full spectrum of its HCM needs or for point areas such as WFM and pay. Quality over quantity was another takeaway. Despite the amount of data that UKG has, it has been thoughtful in developing AI-powered products, focusing on the needs of frontline employers and employees, and taking the time to develop thoughtful applications of AI that solve real problems, rather than competing solely on the end number of agents and assistants.

As AI drives the importance of fully integrated experiences, the UKG People Fabric serves as a means to combine data across UKG and third-party systems without requiring full product adoption, a common approach among other vendors in the SaaS market. Overall, UKG has successfully aligned its GTM strategy with its AI vision, product roadmap, and customer experience initiatives, bringing simplicity to what has become an increasingly complex landscape. Nucleus expects the vendor to maintain an advantage by capitalizing on its data, frontline expertise, and genuine commitment to its customers' success.

UKG's Service Agent and Configuration Assistant are AI-driven tools that enhance implementation and ongoing customer support.

UKG is taking a "quality over quantity" approach to its AI investments, prioritizing use cases that address the most pressing customer needs.