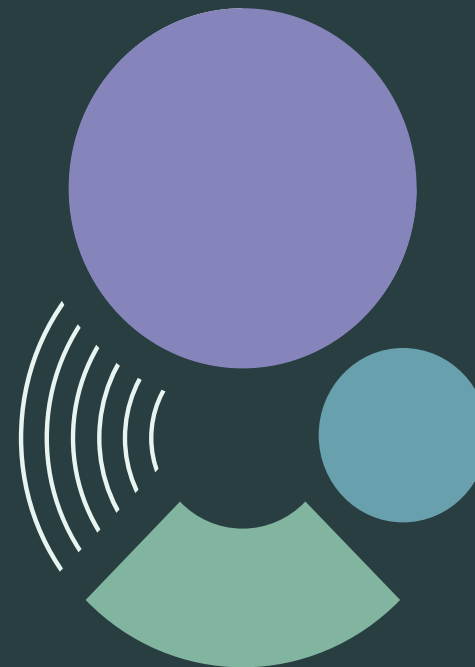
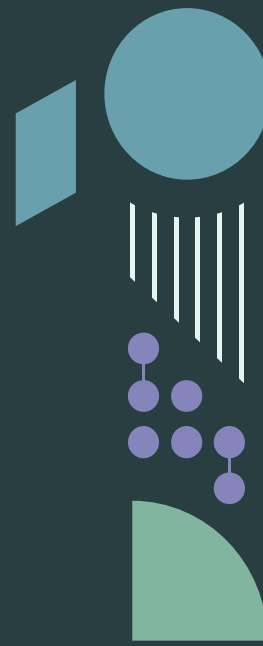


now summit



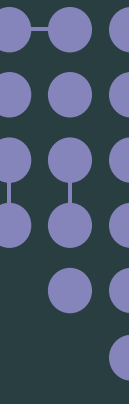
24 Oktober • Frankfurt

servicenow



# HR Topic Keynote: Wie Sie Mitarbeitererlebnisse zu Ihrem Wettbewerbsvorteil nutzen

Michael Koopmann | Sales Manager | HR Service Delivery  
Mats Nemelka | Solution Consultant | HR Service Delivery





Top performing  
sales leader



Rewarded with promotion  
and international  
assignment



Relocating from  
Boston to Sydney

# What Could Go Wrong?



Unable to store  
all her possessions



Held up at  
Sydney airport



Did not get her  
relocations funds

**What will best define the CHRO role at your company in 3 years?**

**#1 Response**

**Ability to create a digital and consumerized employee experience**

# Employee Experience as a Competitive Advantage

2x

More often found in  
the American  
Customer Satisfaction  
Index

# How to Make Employee Experience Your Competitive Advantage



Design for moments that matter

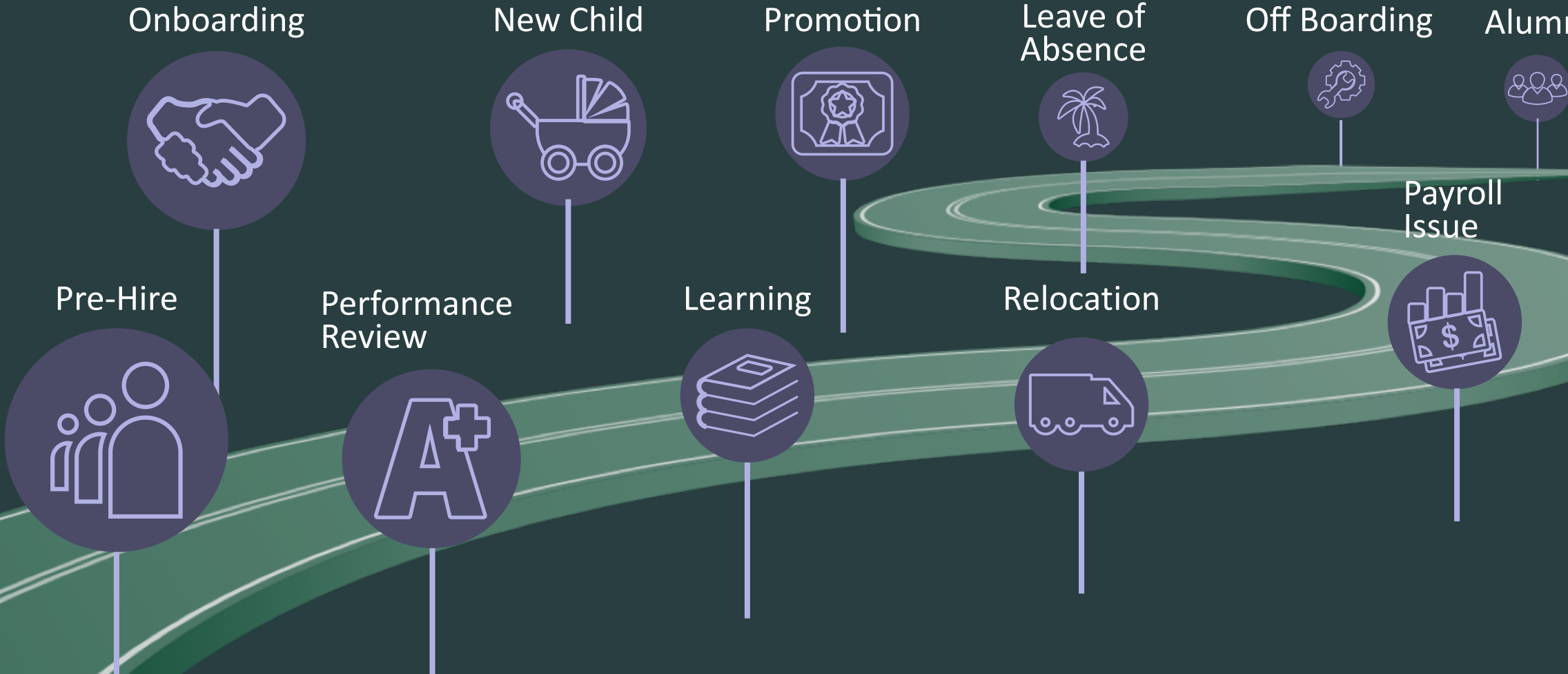


Leverage the latest technology

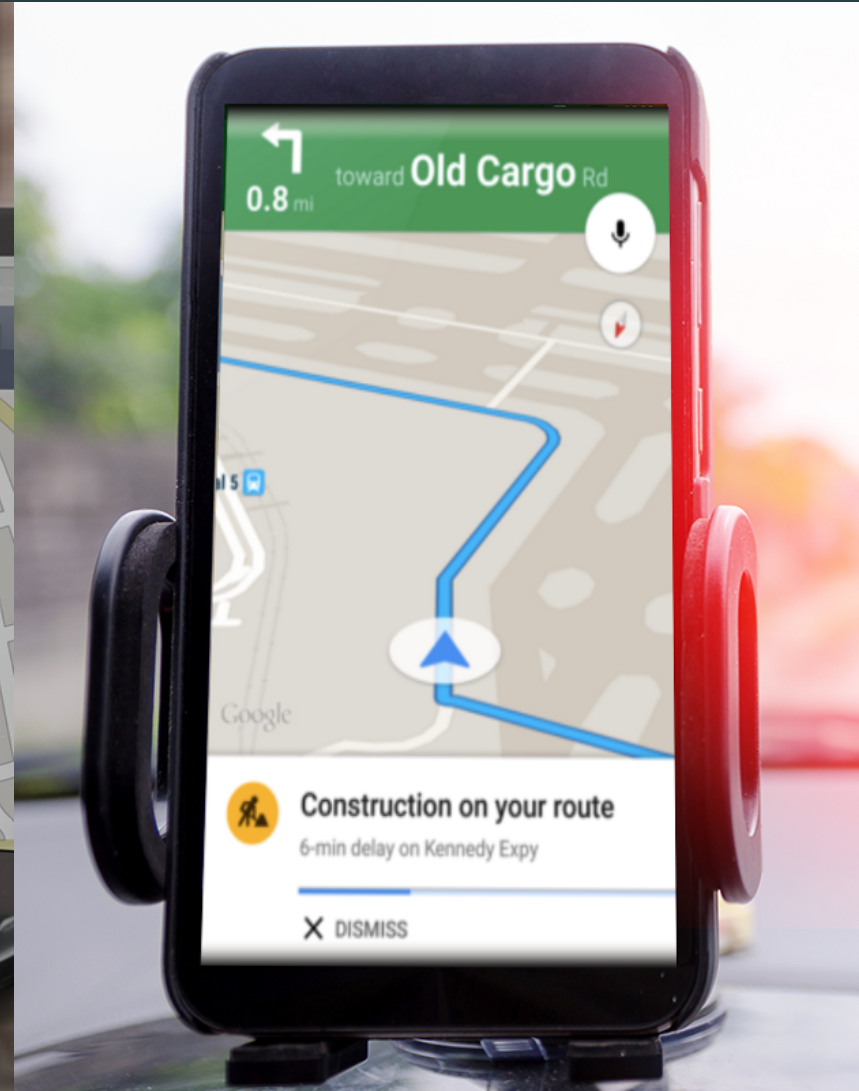
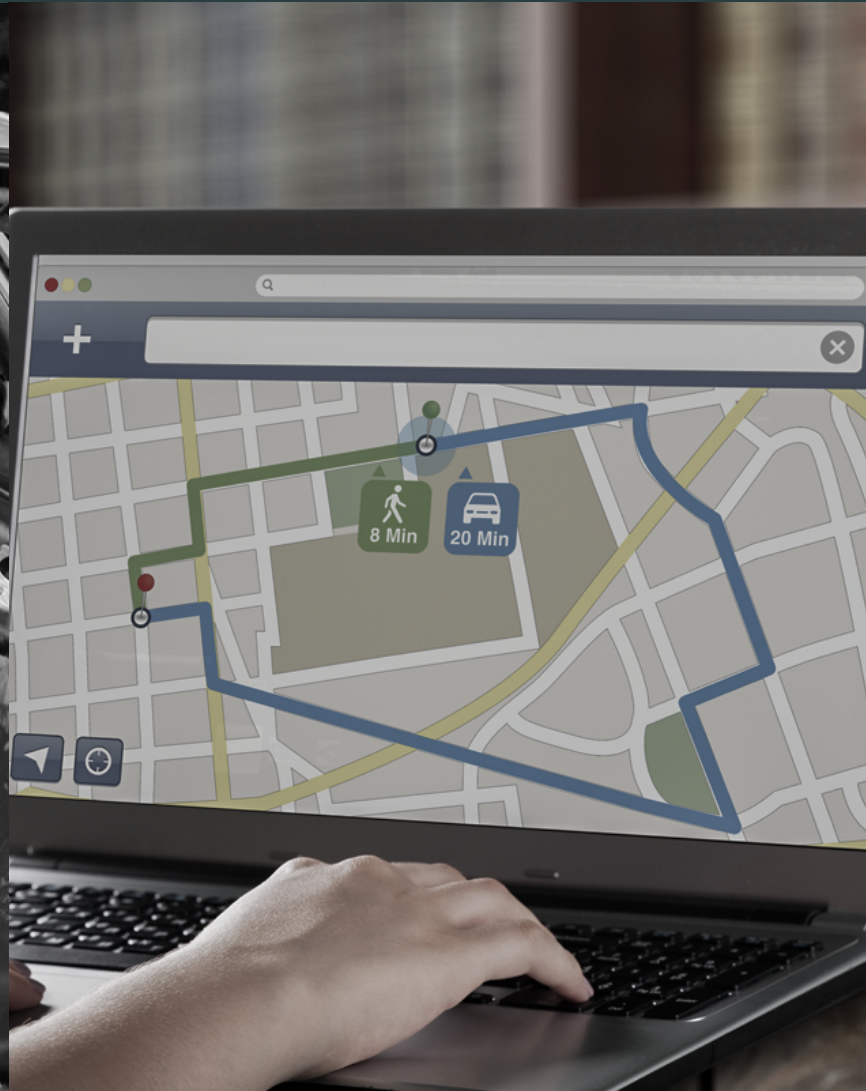


Benefit from community expertise

# Moments That Matter



# What's the User's Experience?



# How to Make Employee Experience Your Competitive Advantage



Design for moments that matter



Leverage the latest technology



Benefit from community expertise

# Remember What Went Wrong?



Unable to store  
all her possessions



Held up at  
Sydney airport



Did not get her  
relocations funds



## In Her Happy Place



Top performing  
sales leader



Rewarded with promotion  
and international  
assignment



Relocating from  
Boston to Sydney

# How to Make Employee Experience Your Competitive Advantage



Design for moments that matter



Leverage the latest technology



Benefit from community expertise

A background image showing two men in business suits. One man is looking down at a laptop, while the other is looking towards him. The image is partially obscured by a dark teal overlay where the text is located. There are also teal decorative shapes in the corners.

ServiceNow has been a  
game-changer for us.

—Daniele Colombo, Assistant Director HR Services, EY



“ We want to make it  
**#EasyforEmployees**  
to get HR service by providing a  
consumer-grade experience. ”

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Pam Velcheck  
HR Shared Services Operation Manager





Make Employee Experience  
Your Competitive  
Advantage