

How to re-launch a better UX for employees?

ServiceNow App Engine helps Ambev promote a growth mindset among teams with a relaunched employee portal

Job to be done

Rebuild the employee portal to simplify self-service functions and demonstrate digital momentum

Solutions to do it

- ServiceNow® IT Service Management
- ServiceNow® App Engine

What we did

Created a coherent employee experience with the integration of multiple functions and rapid service improvement

Maintaining tradition with agility

One of Latin America's largest beverage companies, Ambev is a sprawling organization. It operates in Argentina, Bolivia, Brazil, Chile, and Uruguay with its own beer and soft drinks brands. It also bottles water, soft drinks, and energy drinks for some of the world's biggest brands. With 42,000 employees, the business spans production, sales, marketing, and distribution. To explore and seize new digital sales opportunities, the beverage business needed to be more agile.



The world is moving fast. We recognized that continuous improvement was fundamental. Our Click portal must reflect the business: agile, with a growth mindset.

Filipe Campos

Head of Tech People, Ambev

Rethinking the employee experience

Ambev recognizes that its own tools and processes can help inspire this shift. It wants to rethink how employees engage with the business. Ambev's original employee portal, Click, launched in 2014. While enabling a degree of self-service, the portal proved slow to update. Improvements and new services took an age to implement, and service tickets were mounting up. For users, Click proved a less than stellar experience.

Ambev now has

>70

self-serve features on relaunched Click portal

With a

21.4

point increase in NPS since relaunch

Benefiting

42K

employees

Simplifying the integration of new services

Ambev knew that if it was to keep employees on board with changes, and demonstrate the business was headed in the right, digital direction, Click would need to be relevant, engaging, and simple to use. Having successfully used ServiceNow for IT and shared services, Ambev naturally turned to the low-code ServiceNow App Engine to build the new Click portal.

“ NPS is now 20 points higher than it was on the old Click, and after new modules go live the number of tickets related to process modules are expected to decrease.

Filipe Campos
Head of Tech People, Ambev

Inspiring change with a dynamic portal

Click now presents a unified service to 30,000 employees in Ambev's Brazilian operations. Functionality is consistent, whether it is a HR or an IT request. There are more robust links between user requests and the operational backend. Ambev has clearer visibility of issues and trends, and approvals involve fewer steps and are more traceable. New services or functionality are easier to add, and improvements are faster to implement. Click is in a state of continuous improvement – and Ambev wants its employees to see the same applies beyond Click, right across the business.

Creating an opportunity for social interaction

The rebuilt portal enables Ambev to track NPS and measure tickets and levels of engagement. All are trending positively. NPS is now 20 points higher than it was on the old Click, and after the new modules go live the number of tickets related to process modules are expected to decrease. The next step is to extend Click into Ambev operations across LATAM, refactoring the portal from Brazilian Portuguese to Spanish. Longer term, the hope is that Click can become the entry point for group-wide collaboration and communication – a social platform acting as the interaction point between employees. By bringing siloed teams together, the business can achieve real culture change.

**Now you know how
work can work better.**

