

How to create low-cost, high-service aviation

ServiceNow underpins Scoot's move towards a digitally-engaged workforce

Job to be done

Eliminate the manual, inconsistent processes for employee services, allowing Scoot to adapt to dynamic, evolving workforce changes and needs

Solutions to do it

- ServiceNow® IT Service Management
- ServiceNow® HR Service Delivery

What we did

Using ServiceNow, the Scoot HR team is delivering a front-end single access point for employees and administrators

Asia's leading airline for 'value-seekers'

Scoot Tigerair, operating as Scoot, is a low-cost airline, part of the Singapore Airlines Group. It was created in 2012, and flies from Singapore to destinations in India, China, and Australia. Scoot operates 28 Airbus 320-family aircraft and 20 Boeing 787 Dreamliners. In 2019, Scoot won 'Best Low-Cost Carrier' at the 30th TTG Asia Awards.



The digital platform allows us to scale up much faster than if we had to manually handle the data. We now have digitally accessible, mobile, and self-service options for employees.

Ivan Chuah

Senior Manager - Human Resource
Scoot

Transforming the employee experience

Scoot wants to digitally transform its business. As a regional operator, with flights into 15 countries, it wants this transformation to be done at scale. As a low-cost airline, transformation must enable lean, agile working. Delivering a first-class employee experience is a big part of the strategy. In a competitive market, Scoot wants to attract and retain the best talent. For a highly distributed, on-the-move workforce, it needs a consistent engagement experience.

4

working days average
service turnaround

92.6%

"very satisfied" or "satisfied"
with COVID case handling

30

new case types rolled out to
manage COVID-19

Centralized, cloud-based platform

Through its engagement with ServiceNow, Scoot has established a centralized, cloud-based employee service management platform from which to address IT and HR. It includes ServiceNow IT Service Management (ITSM) and ServiceNow HR Service Delivery (HRSD). This enables a mobile-first experience for employees and creates a pathway to continued automation. The solution was delivered alongside Enable Professional Services, a ServiceNow gold partner in Asia Pacific.

“ We have always embraced agility and innovation, and these are core values which are more important than ever during an event like COVID-19.

Ivan Chuah

Senior Manager - Human Resource
Scoot

Improving talent retention

The result is the new Employee Service Center (ESC), a unified access point for Scoot's 2,000+ employees and administrators, a first for the business. It enables the airline's HR team to track requests and set service level agreements for response and resolution times, and closure rates. It brings certainty and consistency to the employee experience. A more engaging and responsive experience, it is hoped, will improve Scoot's talent retention.

Responding to COVID-19

The platform also enables Scoot to respond to the impact of COVID-19. The ESC has been able to add a number of new tasks to the automated case management system, including health checks, travel updates, volunteering opportunities, and the latest guidance. ServiceNow enabled these changes to be made quickly and efficiently. In challenging times, Scoot has been able to demonstrate it is dynamic, considerate, and innovative.

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