



The University of Bradford, a higher education institution based in the UK, is using cloud-based software from ServiceNow to transform how HR services are delivered to more than 3,000 employees. It's improved the department's efficiency and responsiveness. And the university can now focus on more strategic issues such as recruitment and employee onboarding.

This ServiceNow case study is based on an interview with Joanne Marshall, Director of HR, University of Bradford.

How the University of Bradford's HR department broke free from time-obliterating manual processes

Highlights

- Prioritized workflows for a multi-tiered service model
- Freed up senior staff time to focus on more strategic activities like recruitment and employee onboarding
- Successfully handled 45 percent of 1,976 inquires received
- Generated an 87 percent satisfaction rate from users

Transforming HR operations with ServiceNow

In search of easy access to HR services

Until recently, the University of Bradford relied on manual, transactional processes to manage the simplest to the most complex HR queries. There was no prioritization or reporting, giving the department little flexibility or visibility into its day-to-day activities.

"We are seeing increased demand for easy access to HR services and information," explains Joanne Marshall, Director of HR at the University of Bradford. "Our old way of working was no longer fit for purpose."

The institution's HR department recognized that it needed to modernize and transform to not only continue building the university's reputation as an employer, but also to free up senior staff time to focus on more valuable activities. To fulfill its vision, the university turned to ServiceNow HR Service Management to streamline key processes by:

- Providing an HR knowledge portal for employee self-service
- Creating applications that provide easy access to HR resources
- Streamlining workflows for a multi-tiered service model
- Generating a holistic view of HR

Enable employee self-service

Using ServiceNow, the University of Bradford built a self-service portal that allows staff to access HR-related documentation on a computer or smart mobile device. The knowledge base is constantly updated to ensure employees have 24x7 access to HR advice and information – including everything from policies to procedures, process maps, frequently asked questions, and guidance documents.

Create applications with easy access to resources

The University of Bradford created electronic request forms for inquires ranging from vacancy requisitions to flexible working requests. All forms are customized with validation parameters to ensure that each submission is fully completed; this allows staff to monitor the progress of their requests, helping improve visibility and user satisfaction.

Streamline workflows

The university has streamlined workflows for a multi-tiered service model. HR staff at all levels don't have to assume responsibility for administrative tasks; inquiries are now "triaged" within one working day, so timely issues are prioritized and assigned to relevant people. If dedicated HR advisors are unable to answer a question, then it can be escalated to a specific advisor, HR specialist or business partner using ServiceNow.

Generate a holistic view of HR

HR now has a complete, holistic overview of all inquiries. It can see which areas of the business are interacting with the department and examine how it is faring against service level agreements (SLAs). The department can generate reports in a couple of clicks, providing HR with greater visibility into how quickly problems are handled as well as the department's overall performance.

Satisfying users with self-service

Data from the first full month revealed that 45 percent of the 1,976 inquiries received were successfully handled through the university's new self-service portal. In addition, the university has experienced high-levels of employee satisfaction, with 87 percent of users stating that they're either satisfied or very satisfied with the new system.

"ServiceNow has facilitated a new model where employees can complete their own transactions and find answers to a wide range of questions," explains Marshall. "As a result, we now have the ability to redirect strategic HR resources to other areas within the business."

Dramatically improve the service experience

In addition to educational institutions, businesses across industries can benefit from HR-led service management. "We are increasingly seeing organizations adopting a service management approach across the workplace with HR leading the way," reflects Jennifer Stroud, general manager, HR Service Management Business Unit, ServiceNow. "As the University of Bradford demonstrates, organizations can see fast transformations and dramatic improvements in the overall service experience."

About ServiceNow

ServiceNow is changing the way people work. With a service-orientation toward the activities, tasks, and processes that make up day-to-day work life, we help the modern enterprise operate faster and be more scalable than ever before. Customers use our service model to define, structure, and automate the flow of work, removing dependencies on email and spreadsheets to transform the delivery and management of services for the enterprise.

ServiceNow provides service management for every department in the enterprise, including IT, human resources, facilities, field service, and more. We deliver a "lights-out, light-speed" experience through our enterprise cloud – built to manage everything as a service.

To find out how, visit:
www.servicenow.com.

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— Joanne Marshall, Director of HR,
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