4 steps to automate and connect your organization

How to make work flow seamlessly by quickly and easily connecting to any system and automating work on a single platform
Everyone’s to-do list is growing. Organizations know that more and more needs to get done to stay relevant, but when automation can make people work more efficiently, the world works. In our build and automate handbook, we discussed the two core, forward-looking imperatives that can lead to speedier automation, essential apps, and more efficient ways to get that work done.

The best leaders understand that work has changed in the new global economy. Workers are now more distributed, and their jobs are becoming more digital. Because of this, there has been a stronger focus on efficiency. In this guide, we’ll provide a four-step roadmap for delivering on the imperative to automate and connect your organization and take a closer look at the best practices for execution.
Navigating the new economy

Automation has become a way for enterprises to differentiate against their competitors, making work flow seamlessly by orchestrating people, processes, and systems across the enterprise.

However, accelerating automation is not easy. Enterprises often rely on many legacy systems for their core business processes. These systems were built with old technology that doesn’t easily connect to other important systems. This scenario creates disconnected people and processes—based on inaccurate or outdated information. What’s worse, employees can also become burdened with routine, manual data entry work, all just to sync information between these systems.

In the new economy, work has changed

- Physical offices and engagement → Distributed and digitized engagement
- Automation is just for IT → Automation is for everyone
- Manual processes get the job done → Efficiency is everything
- People are the labor force → People are the innovation engine
Step 1

Optimize cross-enterprise processes with automation and low code

There is individual team automation, but an enterprise can really see benefits when automating at scale. By replacing rigid, legacy processes with flexible digital workflows and accelerating citizen automation to unleash business innovation, some organizations have saved more than 1,000 hours a year by automating just one cross-enterprise process.

Some areas to target to yield productivity savings:

- Transform rigid, legacy BPM processes into flexible digital workflows that deliver modern experiences
- Accelerate citizen automation to unleash productivity and innovation with a low code experience powered by out-of-the-box templates, connectors, and solutions
- Have a platform that can connect to any modern or legacy system or application with native integration and RPA in one platform

REAL-WORLD EXAMPLE

Orange Business Services powers the customer experience

Orange is a global company committed to delivering the very best customer experience and supporting businesses, local governments, and public sector organizations through every step of their digital transformation. They turned to ServiceNow to unify global service delivery onto a single platform, streamlining the entire customer experience.

Marc Desmots, IT Architect, Orange Business Services

RPA-powered legacy device change request process

67% improvement in average handling time

1500 hours saved annually per IT lead
Step 2

**Ignite IT service productivity by automating request resolution**

Every team deals with unique requests that challenge the service staff and identify potential gaps, but the bulk of requests are similar. An IT team with good visibility into that pipeline could very easily automate up to 80% of them through self-service tools like a chatbot or employee service catalog connected to any external system where data or action is needed to resolve the issue.

Some areas to target automation efforts:
- Password reset requests in modern and legacy systems
- Desktop software requests
- Automate Citrix Virtual Apps & Desktops requests
- Requests for system/application/group access

Step 3

**Provide unified employee service experiences with connected systems**

Deliver cross departmental workflows supporting end-to-end process automation by providing integrations to back end systems-of-record across the HR and finance tech ecosystem. It will mask complexity so that employees needn’t concern themselves with what systems are required to fulfill their requests.

Some areas that can benefit from a unified experience and end-to-end workflows:
- Digital contract administration for lines of business
- Data sync from employee service portals to HCM systems of record
- Integrating a learning management system into employee workflows
- Streamlining employee onboarding, transitions, offboarding for modern and legacy systems
- Automating service catalog purchase requests with procure to pay
- Source to pay global business service
Step 3

Improve customer service operations by connecting front to back-office and automating processes

By leveraging integration to cut down on the information time gap, teams have seen a 70% increase in process efficiency thanks to the ability to bring in all necessary customer information - no matter the system in which it resides. Automation also enables agents to literally harness the power of the entire company to serve the customer by automating actions in operational systems, such as raising a software defect issue in a project management or DevOps system for resolution by engineering.

Some areas where a CX team can really benefit from proper automation:

• Master data syncing from a CRM to a CSM
• The ability to do a real-time look-up of customer data in a range of systems of record
• Ability to raise customer issues for resolution by operational teams faster
• Automate CX feedback so agents aren’t wasting time manually sending out surveys or swivel chairing to a standalone CX system
• Email to case creation/update

REAL-WORLD EXAMPLE

LLOYDS BANKING GROUP

Lloyds transforms customer-critical processes

The back-office operations at Lloyds were largely carried out by manual processes requiring hundreds of staff to deal with customer payment requests and payment issues individually. LBG’s payments operations processes were therefore challenged with delivering higher levels of automation and efficiency, and they turned to ServiceNow to meet those demands.

LEARN MORE

“By prioritizing outcomes, challenging ways of working in operations, and exploiting data driven process automation through ServiceNow’s Financial Services Operations platform, nine processes have been revolutionized.”

Automated digital payment operations with reusable integrations

Custom integration spokes built in Action Designer

by IT for the line of business

+70% process efficiency, $4M annual savings
The bottom line is that every organization should be able to connect any system to ServiceNow to drive end-to-end process automation. And organizations should be able to deploy software robots or digital workers alongside employees on their desktops to eliminate the mundane repetitive work like copy/pasting data from one app to another or swivel chairing to manually copy data from one system to another. Let’s get everyone back to the work they love.

ServiceNow workflows help deliver great experiences and enhance productivity by orchestrating people, processes, and systems across all areas of your business. Establishing connectivity to modern and legacy systems, and automating manual, repetitive UI actions that are part of an end-to-end process are integral to these workflows to become truly seamless. With embedded integration and automation all on a single platform, Automation Engine is the most complete, cost-effective, and straightforward integration and automation solution for ServiceNow.
Learn more about
transforming legacy processes and manual work into modern workflows:

Build and Automate ➔
App Engine Studio ➔
Automation Engine ➔
Now Platform ➔

About ServiceNow
ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

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