The arrival of the hybrid digital workplace

Planning for a better workplace that prioritizes the employee in the next normal
# Table of Contents

The new look of the workplace ................................................................. 3  
The hybrid digital workplace is here to stay .............................................. 4  
It all starts with the workflow .................................................................. 6  
Introducing ServiceNow Workplace Service Delivery .............................. 8  
What are you waiting for? ........................................................................ 11
The new look of the workplace

The way in which our employees work is still changing rapidly, so enterprises must continue to adapt and transform. The new goal for workplace services? To be dynamic and digitized.

But why change the workplace? Getting an ID badge or alerting maintenance about a broken coffee machine are normal events in the work environment. They are so commonplace that many enterprises don’t have any systems in place to deal with them. Workers often rely on email, phone calls, and shoulder taps to get basic workplace functions accomplished. Combine all the times your employees have to deal with security, book a shuttle, reserve a room, or order food through these manual processes and it adds up to more than $31 million in annual productivity lost. In fact, the most common task for an employee is booking a conference room, yet Gartner estimates the average employee spends 27 hours per year looking.

This is the new digital age as well. Workplaces are now more advanced than ever before, with touchscreens, global printing, telepresence conference rooms, and robots cleaning the floors. With all this technology around us, it’s shocking that we still rely on sending emails and making phone calls to get things done around the office. This needs to change.

Workplace service delivery is made up of the office essentials, replacing manual processes with workflows and automation to free up time for your workplace services team and give your employees a better experience. Below are some common concepts that are generally missing the mark in this connected world:

• Advanced room reservations
• Searching for optimum office density
• Broken kitchen equipment
• Meeting room management and related services
• Visitor invites and reservations with more self-service
• Climate control adjustments or repairs
• Reservable parking spaces
• Replace office chair
• Scheduled gym reservations and catering/food delivery
• Requesting a monitor stand
• Moving the entire marketing team

The Hidden Cost of Meeting Organization

70% of meeting rooms sit empty
40% the average meeting room no-show rate

The hybrid digital workplace is here to stay

We’re quickly understanding what the next normal will look like for enterprise organizations. Gone are the days of packed cubicles and parking lots, where collaboration could only be done on-site and working from home was a rare occurrence.

Even when the pandemic restrictions fade, the hybrid digital workplace will remain. That means leaders should stop asking how many people can fit on a floor, and rather try to understand what the experience and culture will be like on that floor in this new environment. Workplace service delivery solutions exist to remove barriers and make things simple. Some organizations have already started to digitize their workplace experiences to allow for a blend of working from home and working from the office out of necessity. Soon, this will be a preference, and the need for a dedicated workspace will begin to fade. Instead of going to a designated area, employees and teams that head into the office should have access to the most efficient areas, be able to sit and work together in undefined, flexible neighborhoods so they can succeed on the best terms.

“Every company we’ve talked to is going from a set office space to a hoteling situation,” said Kevin Nanney, Senior Director of Product Management at ServiceNow, “so being able to reserve a desk on a mobile phone, assign workspaces, and consult an interactive map to book locations in proximity to your team is invaluable.” Are you ready for this level of flexibility?
The hybrid digital workplace also adds complications to the traditional role of workplace services. Along with managing the assets in the office, they also have to account for the equipment employees take home such as monitors, keyboards, and computers, so these groups need to maintain a complete accounting. The extent of office use will vary dramatically, with some employees coming in a few days a week to focus on essential tasks, while others may prefer a fulltime office or home schedule. The bottom line is that organizations will need to deliver employees the right digital experience from anywhere so that there is no drop off between the home and the office.

It is more than a temporary fix during a turbulent time.
A hybrid digital workplace is a streamlined approach to long term planning and implementation. It’s leveraging a set of products to deliver frictionless workflows to your workplace departments, including security, reception, employee transportation, food service, and IT.

Working at home is not best for all
Gallup research found that individuals who prefer working in an office setting suffer from a 17% reduction in productivity when forced to work remotely. This also leads to a 24% higher turnover rate. A switch to an all-digital work environment could leave many top performers behind as enterprises try to rebound.4
It all starts with the workflow

At ServiceNow, we are squarely focused on employee experience and we believe that behind every great experience is a great workflow. Nothing is more empowering for an organization than allowing a workforce to do what they were hired to do instead of wasting time with slow, manual processes that could be replaced with automation. We’ve used workflows to reinvent IT and HR service delivery. Now, Workplace Service Delivery can be used by enterprises to offer an indelible experience for their employees.

Workplace services is about employee engagement and improving the day-to-day experiences of the people on site through pre-built automated workflows. This includes a range of functions like visitor registration, conference room booking, equipment repair, and food delivery for meetings or big events, while giving administrators the tools to quickly respond and set up the necessary services. It’s about optimizing and using space and manpower more accurately within their environments.

Deliver your employees the right digital experience from anywhere
Legacy tools aren’t cutting it anymore

ServiceNow Workplace Service Delivery is different from your common facilities management applications once built for the real estate and facilities team. Historically, the tasks that we’re discussing have been lumped in with facilities, but as technology becomes a staple within our workplaces, a sharp divide is beginning to form.

Integrated workplace management systems (IWMS) have long offered options for those teams to improve their efficiency, focusing on hard core asset preventative maintenance, maintenance schedules, and dispatching technicians. Simply put, that software is designed for the fullfillers, making their job easier. Unfortunately, most lack the efficiency that should be expected by the requesters. Any user interface they do have quickly breaks under substantial strain. The result is wasted time and productivity, and people don’t know where to go to find answers or resolution.

IWMS are trying to be that holistic vendor, but what they are missing is that employee experience within the workplace,” said Nanney. “None are prioritizing it in the way we think it needs to be addressed.”

When implemented, these products can improve the relationships between employees and workplace teams, helping lower costs, remove risk, and improve workplace efficiency.
Introducing ServiceNow Workplace Service Delivery

ServiceNow Workplace Service Delivery is a multi-channel, mobile-enabled facility management solution on the ServiceNow platform. With smart and automated facility workflows, you can take your company hospitality to the next level, improving your employee, facility staff and visitor experience. They are the digital services your enterprise needs for the evolving workplace.

“ServiceNow continuously shapes the ESM market. ServiceNow is the largest ESM player in the market and currently the dominant player in the large enterprise market. With one of the clearest and broadest strategic visions out there, this vendor has been investing in automation and intelligence, ease of use, DevOps, and its position as an enterprise platform.

Workplace Reservation Management

**Increase productivity with interactive booking and reservations.**
From meeting rooms to lockers, parking spots to bike racks, this powerful global reservation module allows employees to easily schedule use of any predetermined object or space in your facility.

- Quickly reserve rooms, equipment, catering, and more from any device
- Easily request and manage multi-dimensional activities such as events, conferences, training, and customer visits
- Deliver unique workflows for events with intelligent no-code configuration

Workplace Space Management

**Plan and optimize for the evolving workplace.**
When individuals—or even entire departments—need to move to different floors or different buildings, coordination can be very difficult. Through this interactive floor map, workplace service teams can better manage building space and employees will have greater transparency with this omni-channel experience.

- Optimize floor space, meeting room usage, and other real estate needs with space utilization tools
- Manage assignments, onboarding, moves, and rebalancing to optimize distancing and productivity
- Activate proactive workplace cleaning maintenance with templates, checklists, and planned tasks
Workplace Case Management

Deliver world class service delivery experience for the workplace. This is where you tie workplace and facilities teams together with employees. When an employee wants to request a new chair or report a broken asset, they have a single portal that can kick off automated workflows for the workplace service delivery team or outside vendors.

- Enable workplace teams to provide timely help to employees with case management
- Workplace case management will provide avenues for employees to interact with workplace services and facilities in any organization from anywhere
- Allow workplace teams to route requests to the right team members, contractors, or vendors to meet internal SLAs

Workplace reporting and dashboards

Make better decisions and answer questions on the spot. ServiceNow dashboards give you real-time information at your fingertips, letting you rethink your space based on utilization.

- View dashboard insights for workplace services, requests, assets, and cases
- Track meeting room use patterns to find opportunities for space optimization
- Use reporting insights to show senior management value and impact on employee productivity
What are you waiting for?

ServiceNow Workplace Service Delivery apps are specifically designed to deliver a digital experience for employees to interact with the services their workplace offers—all from the palm of their hand. We have already made that perspective common for HR and ITSM, but the employee experience is broad, and each touch point should be curated. Workplace is no different.

How employees interact with their environment has a huge effect on their productivity. Research has shown happy employees are 20% more productive than unhappy employees. This could be because happy employees take 10 times fewer sick days and generally work harder and longer than those who are not satisfied in their jobs.

We know Workplace Service Delivery can be a big differentiator. As soon as you enter a building, we want the experience for an employee to be exceptional so they can do what they do best. And we’re not the only ones pushing to digitize. Gartner predicts that by 2020, 60% of meetings with three or more participants will involve a virtual assistant, so if you’re not embracing technology and creating a hybrid digital workplace yet, what are you waiting for?
For a deeper exploration of ServiceNow Employee Experience Solutions, we recommend reading the following documents:

**Whitepaper: Employee Experience Imperative**
This whitepaper outlines 4 steps to creating a workplace that supports a great work life

**ebook: Top 5 ways HR and IT can Partner**
Start thinking about employee experience as a holistic challenge and you can begin designing better solutions

**Human Resources Book of Knowledge**
Hear from our customers as they describe their employee experience journey with ServiceNow

**SOURCES**

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