Making employee journeys unforgettable

Rethinking the work experience to boost productivity and engagement for your hybrid workforce

Featured:
HR Service Delivery, Workplace Service Delivery, Legal Service Delivery, Procurement Service Management, Safe Workplace Suite, App Engine, IntegrationHub
Whatever your business is facing, let’s workflow it!

More than $3 trillion has been invested in digital transformation over the last three years, but too much of that has been funneled into point solutions that have failed to solve for the needs of the modern enterprise—like boosting employee productivity and engagement. In fact, all that capital has only led to a 26% return on investment for organizations. Companies need to drive growth, increase productivity, and strengthen business resilience—and niche software is just a bandage during this new normal.¹

Now is the time to push forward and take the lead on your own digital transformation. At ServiceNow, we make the world of work, work better for people anytime, anywhere, in any environment. That means creating seamless experiences with cross-enterprise digital workflows to connect people, places, functions, and systems.

Let’s dive in and explore how digital workflows can deliver awesome enterprise-wide employee experiences for all areas of your organization.

**Workflow (n):** Digital workflows simplify any business and keep it on course. Automate multi-step processes that occur between any combination of people and systems, like requests, approvals, decisions, and actions, to help companies achieve better business outcomes.
The questions you should now be asking

We’ve all made the shift to supporting a hybrid workforce, where the line between on-site and remote workers has all but vanished and work is getting done where and whenever it needs to happen. Now that we know that we can succeed in this new working world, it’s time to figure out how we can thrive.

It starts with the employee experience. Not the snacks in the kitchen, but how your people navigate and access the information and solutions they need to be engaged and productive.

• Can your people interact with HR, legal and workplace services as easy as they can with IT?
• Is there one place to go to for all their moments of need, and can that be accessed on mobile?
• Are you using automation and self-service to deflect mundane tasks from your valuable service teams?
• And, most importantly, can they do all this with the same ease as calling for a rideshare or ordering take-out?

The employee experiences you’ve provided over the last few years may seem sufficient, but if you haven’t yet addressed the capabilities highlighted above, then you still have more to do to create awesome, consumer-grade experiences that help keep your workforce loyal and motivated.

In the wake of workplace disruptions, many C-Suites have come together for the first time to care about employee experience, so there has never been a better time to reinvent the way your organization works. Take advantage by making moments unforgettable and boosting productivity and engagement.

Employees are able to self-service up to 80% of their repeat inquiries

Using cross-departmental workflows, IT time savings can reach $2.5 million in value
How to use this handbook:

Every organization is different, but we want to offer insights and ideas on how to plan and execute your own successful employee engagement and readiness efforts.

Part 1
The top three challenges that frustrate employees, and the compelling outcomes you can achieve

Part 2
See how your peers are creating unforgettable employee experiences

Part 3
The ServiceNow workflow solutions that help you boost employee productivity and engagement
PART 1

The top three challenges that frustrate employees—and the workflows that can solve them

We’ve talked to our customers, and no matter the industry, there are typical issues confronting HR and other service delivery teams every day that result in inefficiency and poor experiences on both sides of a request. But there are intelligent and proactive solutions that can rectify these challenges and yield real payoffs to the business.

**PROBLEM 1**
Get support and guidance anywhere, anytime

Digital transformation has taken hold, and now your employee can work somewhat comfortably from the office, their home, or a coffee shop down the street. But if something goes awry, will they be able to get the same support with a latte in their hand as they would at their desk? A lot of companies have digital solutions for this, but the employee experience it’s still too disjointed across various departments.

**ANSWER**
A unified service experience is a must have, giving employees access to request help and guidance from any department regardless of location or device. They can request support in one single place, where it is automatically routed to the appropriate department, keeping everyone agile and productive.

**OUTCOME**
Improve business agility by accelerating enterprise-wide transformation

- **A unified experience** that supports your hybrid workforce from anywhere
- **Automating cross-departmental work** for improved shared services efficiency
- **Connect systems, apps, and data** with powerful digital workflows for complete visibility
PROBLEM 2
Meet employees how and where they choose to work

Submitting for an office move should be as easy as requesting a new computer, but all too often different teams have different ways of providing service delivery. Learning different processes can be nightmare for your workforce. Do you want your people searching for proper procedures and finding forms or do you want them doing their job?

ANSWER
Use self-service to standardize how employees can discover solutions, policies, and processes from all departments. Eliminate common and repeated inquiries by giving employees a place to go to their own answers and provide an easy transition for those with more complex issues.

OUTCOME
Increase the productivity of your workforce from anywhere

• Deliver self-service experiences so that employees can quickly get what they need
• Deflect service requests by proactively providing employees with standard answers to commonly asked questions
• Help employees connect across multiple channels to meet them where they choose to work
PROBLEM 3
Creating a safe workplace for employees

A workplace should be a comfortable environment for your organization, but with global pressures shifting how companies must work, informing and protecting your teams have both become priorities. Ensuring proper social distancing, sanitizing common areas, accommodating for a hybrid workspace, and monitoring health are now requirements to maintain a productive workforce, and most companies are still figuring out how to do it.

ANSWER
Provide your employees flexible work experiences that allow your workforce to conduct business anywhere. And if they are returning on-site, manage and simplify safe workplace processes with automated tools that can reserve common spaces to maximize occupancy, minimize and track contact, and monitor PPE and cleaning products with the ability to auto-replenish. Use workflows to manage the details so you can focus on the readiness of your workforce.

OUTCOME
Deliver modern workplace services

- **Deliver the right digital experience** for each phase of your reopening
- **Give your workforce the simplicity of interactive maps and automated tools** for visitor management, requests, and reservations
- **Get a real-time view** of workplace services, requests, assets, and cases to uncover valuable insights, trends, and opportunities
It’s time to workflow employee productivity and engagement

Want proof that it pays off to invest in employee experiences? Keep reading to learn how companies like yours are benefitting from:

• Facilitating the search for HR, workplace services, and IT support
• Providing mobile self-service experiences
• Managing a safe and efficient workplace
• Striving for intelligent, simple experiences that support work from anywhere

And now we’ll explore each of these payoffs in greater detail.
Don’t force your employees to search for HR, workplace services, and IT support

Employees are on their own unique career journeys with their organizations, and each path is fluid and dynamic. Disconnected processes, departments, and systems have a direct impact on any organization’s ability to deliver great employee experiences and hampers engagement. Resources should be personalized to your people’s needs, and tools that connect all the departments they’ll interact with—from HR and IT to legal, procurement, and workplace services.

ServiceNow can automate complex cross-departmental employee journeys, such as re-boarding furloughed workers, guiding the flow of work across the enterprise. ServiceNow HR Service Delivery is ready out-of-the-box, with the added flexibility that comes with creating custom workflows through App Engine at your disposal. Our unified platform will improve productivity for your service teams and deliver great employee experiences for the moments that matter.

CUSTOMER SPOTLIGHT

Boehringer Ingelheim

By rethinking the way support services are delivered to employees and customers, Boehringer Ingelheim transformed service delivery to provide a MyServices portal for all employees.

There was a clear case for reducing the complexity and consolidating down to one, global support portal. But the biggest opportunity was scale. We wanted a platform that could easily scale with the business.

Andreas Henrich
Global Head of IT Enterprise Data Services, Boehringer Ingelheim

40 different employee support units accessible from one portal
Mobile self-service experiences matter

The world of work has changed. Employees don’t want to look at a bulletin board in the break room for the latest company update. They want to see policy changes or find solutions anywhere and everywhere, and organizations are now challenged with reinventing how they support the needs of a hybrid workforce. Providing a simple mobile-friendly self-service experience for requesting HR, IT, and workplace services is now essential.

ServiceNow increases agent efficiency by delivering mobile self-service access to all HR, IT and workplace services for employees, helping deflect and instantly resolve repetitive employee requests from anywhere. Employees can get their questions answered on their timeline, and if that fails, they can quickly open a request with a swipe.

CUSTOMER SPOTLIGHT

LCBO

ServiceNow helped LCBO deliver consistent employee services as part of a broad-reaching digital transformation initiative, giving access to intuitive, responsive HR, IT, and financial services anywhere and anytime with a unified portal and Now Mobile.

“With employees based at head office, retail service centers, and retail stores across the province, providing HR, IT, and finance information and services anytime and on any device has improved our employee experience.

Robert Martire
Manager of Service Management, LCBO

600 downloads of the mobile app within the first week of going live
Manage a safe and efficient workplace

Your people are returning to work with a mixture of excitement and trepidation. Things will be different. As a leader, you must know how your employees feel emotionally and physically, while ensuring the workplace is properly configured with safety as a top priority. COVID-19 has reshaped how and where employees work, so build confidence in your organization by having a safe and repeatable process in place before they step in the door.

ServiceNow provides workplace teams the tools they need to prepare for a safe working environment with health screenings, socially distanced workplace, workspace reservations, and automated escalation procedures for any potential outbreaks, while also keeping employees informed and ready for their return.

CUSTOMER SPOTLIGHT

Coca-Cola European Partners used ServiceNow Workplace Safety Management to respond “at warp speed” across six different countries—France, Great Britain, Spain, Portugal, Belgium, and Bulgaria—to facilitate a safe, careful return to work with the right tools and protocols in place.

ServiceNow provided us with a flexible platform from which to deploy workflows to mobilize our return-to-work strategy for 23,000 office and warehouse employees across six countries.

Nico Orie
VP of People and Culture, Coca-Cola European Partners

40,000 in-office workspaces reserved in less than two months
Strive for intelligent, simple experiences

Service delivery teams were hammered during the rapid shift to a hybrid workforce when thousands of employees picked up and started working from home overnight. Employees are now asking more complex questions, looking for more answers, and need faster service resolution than ever before. The answer isn’t throwing people at the problem. It’s working more intelligently, leveraging automation, and providing simple experiences so that requests flow smoothly through your team’s queue.

ServiceNow increases departmental efficiency by providing an agent workspace that leverages machine learning, AI, and custom apps to help resolve employee requests faster and streamlines how the flow of work moves between departments. Tools like Virtual Agent take mundane tasks off the to-do list of your tier 1 staff and allows them to more swiftly engage and address the inquiries that need a more human touch.

CUSTOMER SPOTLIGHT

SANFORD HEALTH

Sanford Health used ServiceNow to deliver an exceptional service delivery experience for its employees in the moments that matter, developing a unified portal for employees and leveraging Virtual Agent. Combined, they were able to deflect 90% of potential cases.

We have a belief and methodology around five-star service delivery on the things that matter to our employees. We want to simplify their work so they can focus on taking care of our patients and residents.

Darren Walker
Chief HR Officer, Sanford Health

Just 16 agents take care of 50k employees across 25 states.
PART 3

The ServiceNow offerings that help you boost employee productivity and engagement

HR Service Delivery

Create connected and engaging experiences for your hybrid workforce, while improving productivity

• Provide your hybrid workforce access to HR, IT, and Workplace services from home, at work, or on the road

• Craft a complete workflow that spans the enterprise, and personalize these workflows with no-code tools to fit the unique needs of departments, teams, and even individuals

• Meet employees where they are with mobile, chat, and virtual agent self-service experiences.

• Optimize service delivery by improving operational efficiency and delivery of services with clear insights surrounding employee requests

Get more info here.
Workplace Service Delivery

Create the ultimate workplace service experience with a multi-channel, mobile-enabled solution that automates requests, reservations and repairs so you can focus on what’s important – keeping the workplace safe and running smoothly.

• Provide a safe workplace for each phase of your reopening by delivering the right digital experience, engaging with employees, and automating the steps for returning.

• Design and manage evolving spaces with smart tools to configure floor space based on usability and optimized real estate spend.

• Give your workforce access to services anytime, anywhere with the simplicity of interactive maps and automated tools for visitor management, requests, and reservations.

• Provide employees the help they need, when they need it by efficiently managing route workplace requests to the right team member, department, or vendor.

• Get a real-time view of workplace services, requests, assets, and cases to uncover valuable insights, trends, and opportunities so you can make better decisions.

Get more info here.
**Safe Workplace Suite**

Manage essential needs and services for reopening by simplifying the complex workflows involved with returning to the workplace.

- Comprehensive data that will give a complete view of your readiness to reopen
- Identify and respond to employee exposure risk with data-driven contact tracing.
- Track employee vaccinations to help with workforce planning and workplace readiness assessments.
- Pre-authorize business travel for employees based on safety status of the destination

Get more info [here](#).

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**Legal Service Delivery**

Modernize legal operations with efficient service delivery by eliminating silos and manual steps to make faster decisions.

- Gain efficiency and increase practitioner productivity by replacing email tasks with automated workflows and enabling work on multiple legal matters concurrently with an optimized counsel center.
- Make it easier to get help with a self-service portal for legal service requests with automated responses for common legal questions and virtual agents.
- Understand service performance and trends at a glance so you can anticipate legal service demand and drive continuous improvement with real-time reporting and dashboards.
- Keep pace with the business by configuring and deploying legal services fast with out-of-the-box workflows based on industry expertise and best practices.

Get more info [here](#).
App Engine

Reimagine every process as a digital workflow. With ServiceNow App Engine, you can build low-code apps quickly, with more creators and less complexity, safely scaling cross-enterprise experiences that users love.

• Empower more creators to bring their own workflow apps to production quickly for mission-critical tasks. Design with best-practice guidance and templates—all within a holistic low-code dev experience.

• Accelerate process automation and show value quickly with native integration and low code. Scale your workflows from simple to complex, with consistency across the enterprise.

• Collaborate with no friction, enabling builders of all skills to code harmoniously in a shared environment. Free business creators to build apps while maintaining app quality and platform stability.

• Captivate users by delighting them in the moments that matter with a modern unified experience that's easy to understand. Build mobile-first experiences using our intuitive, low-code designer.

• Seamlessly embed AI and analytics in every app to amplify your work. Predict issues, make smarter business decisions, and help people.

Get more info here.
IntegrationHub

Low code integration native to ServiceNow workflows – all on the Now Platform.

• Reduce ServiceNow integration development, maintenance, and upgrade costs with out of the box spokes for 150+ of the most critical business systems

• Integrate and automate any data or system to ServiceNow without the need for specialized integration resources

• Create powerful, re-usable custom integrations to any legacy, on-prem, or cloud system with Action Designer and integration steps that jump-start development

• Get to value even faster with out-of-the-box automation solutions for password reset, client software distribution, and remote process sync/eBonding

• Simplify cross-enterprise multi-system automation by embedding spokes in Process Automation Designer activities and Playbook experience

Get more info [here](#).
Whether employees are working from home, on site, or on the road, keeping them engaged and productive has never been more important. ServiceNow Employee Workflows drive digital transformation by boosting employee productivity and engagement, managing a safe and efficient workplace, and reinventing new ways to work across the enterprise.

- Deliver a unified service experience that supports your hybrid workforce from anywhere
- Increase self-service efficiency
- Safely return employees to the workplace
- Build more mission-critical apps with greater business alignment
- Reduce costs by improving shared service efficiencies

These natively integrated digital tools that enable transformation are why your peers at leading companies and organizations are responding to this moment and are turning to ServiceNow.
For a deeper exploration of ServiceNow Employee Workflows, we recommend reading the following documents:

ServiceNow Employee Workflows
Create connected, engaging experiences for your employees with digital workflows

The ServiceNow HRSD Book of Knowledge
Hear from our customers as they describe their employee experience journey with ServiceNow

The arrival of the hybrid digital workplace
Learn how Workplace Service Delivery can help remove barriers and make things simple within your facilities

Build cross-enterprise low-code apps fast with no sprawl
This solution brief introduces you to the low-code platform that empowers every creator

Ramping up for the new work reality
Discover how to build a return to workplace strategy that makes work, work better for employees with the ServiceNow Safe Workplace Suite

About ServiceNow
ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit www.servicenow.com.

Sources:
1 An IDC Perspective: Driving the Right Conversation with the CxO in 2021 and Beyond, 2020

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