

How to create a digital, personalized, and omni-channel employee experience

The recent pandemic has forever cemented the shifts in the employee experience. Most offices have transitioned to work from home since March, 2020, and returning to the workplace remains a distant prospect—if it happens at all. That means companies have to innovate the ways of supporting a distributed workplace.

In this case study, we highlight three ways in which ServiceNow has created and improved a unified employee portal across the company. As its own Customer Zero, ServiceNow approaches the experience from the employee perspective and taps into the Now Platform® to offer individually tailored solutions powered by machine learning.

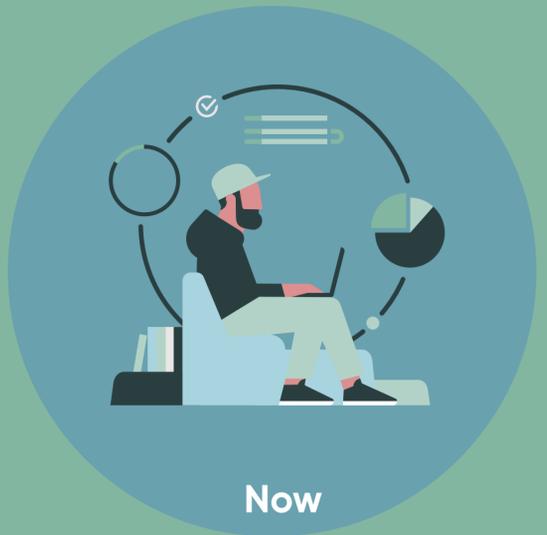
Here are the results:

Pathfinding

Your employee doesn't need to know where their requests go. They just need to know that their requests will be completed.



Before



Now

IT, HR, workplace services, finance, legal, procurement... while these service needs are common and familiar to all employees, knowing where to get help is not always straightforward even for the most seasoned veterans. Each company has its own processes that often involve multiple departments and systems. And some of the most crucial moments in an employee's journey, like onboarding and returning from a leave of absence, can also be the most time-consuming and complicated.

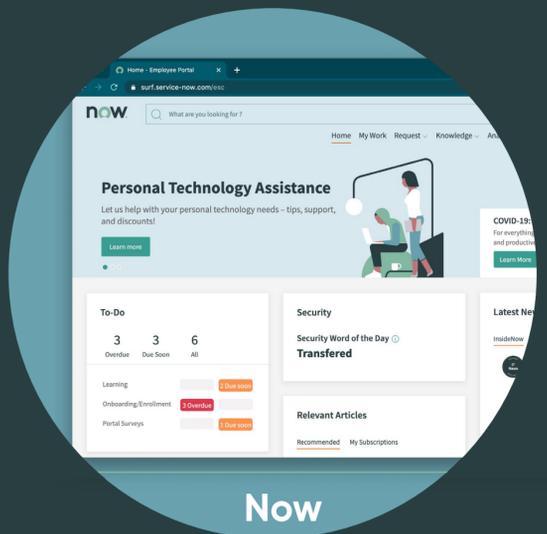
The employees shouldn't have to play project manager at moments during which coordinated services across multiple departments are required. ServiceNow delivers a simplified one-stop service portal to employees while allowing departmental service teams to maintain control and autonomy over their service delivery systems. Many tasks are now completed by self-service, while others take place behind the curtain—or the platform, in our case. As of July, ServiceNow has gained \$7 million in productivity through self-service in 2020—and counting.¹

Curated choices

Cut the noise, provide your employees what they want.



Before



Now

When we started on our journey toward the unified employee portal, we listed all available resources to every employee. It wasn't pretty. Faced with more than 75 hyperlinks to separate pages, many employees felt overwhelmed.

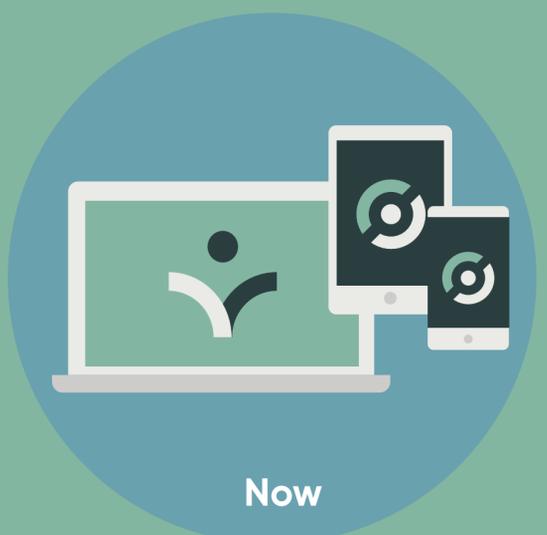
Today, using machine learning, we personalize each employee's choices based on their need and persona. The result has been clear: Today, 75% of employees access the portal at least once a month. Moreover, many tasks are solved automatically now, with 70.8% of all issues being solved through self-service.²

Multiple access points

Meet your employees where they are.



Before



Now

Millennials will make up 75% of the global workforce by 2025.³ For a generation that applies for mortgages, finds partners, and shops for all necessities on the phone, it's only natural that more and more work will be done on mobile devices.

ServiceNow meets the workers where they are—that means continuing to offer desktop solutions while also offering the same level of capacities and service through our Now Mobile app. Today, 40% of ServiceNow employees access the portal monthly on their mobile phones. Giving multiple access points has meant fewer employees turn to email, Slack, and phone call contacts.

Starting a new job can feel like an obstacle course of cumbersome tasks. When companies should be making great first impressions, they end up dropping employees into a maze of unnecessary manual tasks. Is it a surprise that the lack of effective onboarding is a major factor in losing up to one out of five new hires within the first three months?⁴

Today, retaining the best talent is paramount to a company's success, and that requires making the employee experience as frictionless as possible from Day 1 all the way through their entire journey with the employer. Smart companies have consumerized the onboarding and employment experiences—so that workers can breeze through tasks as simply as ordering something on Amazon.

Employees are working harder than ever, rushing between meetings while running their households and taking care of family members. The last thing they can afford is wasting time while struggling with unnecessary work. By creating a personalized and omni-channel digital experience, we have not only enabled our talent to work from anywhere, but also save time.

The end of the pandemic will not end working from home. As we navigate these uncharted territories during and after the pandemic, nimble workplaces offering a unified platform for employees will be the only ones that attract and retain the top talent. Nor should they juggle different systems and coordinate tasks. Successful companies will make the employee experience digital, frictionless, and focused—so that they can retain the best talent that will help them outperform their peers.

servicenow.com/nowonnow

[1] FY20 Value Pyramid – Self Service, Q1 and Q2 results, updated July 9, 2020 [2] ibid. [3] McKinsey & Company [4] Bamboo HR, 2014

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