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 in mid-March, 2020, and returning to the workplace is a distant prospect—if it happens at all. This has massively changed the way of working into a distributed workplace.

In this case study, we highlight three ways in which ServiceNow has created and improved an unified employee portal (known as the portal) across the company. As its own Customer Zero, ServiceNow approaches the experience from the employee perspective and leaps into the New 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

Multiple access points

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 through tasks as simply as ordering something on Amazon.

Cut the noise, provide your employees what they want.

Before

Now

Curated choices

Meet your employees where they are.

Before

Now

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