Employee experience platform

Simplify your employees' experiences across your enterprise by consolidating service and communications on the Now Platform®. This Success Insight provides guidance for ServiceNow® transformational leaders—including platform owners and executive sponsors—to successfully establish an employee experience platform.

Unify the employee service experiences by connecting systems

Reinvent your employee service experience with a next-gen intranet.

Provide dynamic and personalized content publishing capabilities

Discover a web content management publishing platform that allows flexible knowledge authoring.

Support role-based centers by function, department, or event

Configure departments and roles, corporate communications, and more.

Deliver connected experiences across disparate systems of record

Integrate universal approvals, universal tasks, and collaboration tools for connected experiences.

For more, visit the ServiceNow Customer Success Center

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Establish an employee experience platform

Take these actions to simplify employee experiences with a next generation intranet:

Reimagine your employee experience platform.

- **Adopt an employee-centric approach to your platform.** Your employees will embark on a journey that includes milestones such as candidacy, onboarding, goal setting, learning, performance management, promotion, parental leave, and/or offboarding. Taking an employee-centric approach means guiding people to the right information and system for their needs, offering relevant help where needed, and providing the optimal search, content, and conversational interfaces.

Understand what your employees are currently doing.

- **Align your platform with your employees' needs.** Map your employees' journeys across multiple functions: IT, HR finance, facilities, and legal. Understand the tasks they need completed, the questions they need answered to accomplish these tasks, and what channels they're currently using.

- **Map to where your employees are going for content**. This will inform how you approach federated search—particularly if you need a third party to do a federated search across other systems. Look to where your employees are collaborating to inform whether you should integrate to Microsoft Teams or Workplace.

Build a strong organizational foundation for your employee experience platform.

- **Create a digital innovations team with centralized governance that will support decision-making.** Conflicting departmental priorities for the portal are inevitable from time to time. Create a centralized governance board with representatives from all participating departments to guide decision-making. You'll need governance for who can create content, who has the authority to sign off, and how to handle conflicts. Their scope may extend to low- and no-code applications, particularly if you have a delegated development program.

- **Partner with corporate communications to create a content strategy.** This responsibility will identify a content roadmap and set content standards. Prepare for the scope of these responsibilities to increase as you introduce additional capabilities or functions into the platform. Align your content roadmap to time dependencies, such as benefits enrollment and the performance management cycle, to help prioritize.

- **Define an enterprise taxonomy.** This taxonomy is the backend functionality that drives the curated employee-centric content discovery experience. Start with a few topics with all departments adopting that taxonomy. You'll need a taxonomy administrator to own your centralized taxonomy strategy.

Practitioner insight

Consider if you should start with a unified employee experience platform or take a phased approach. This decision will be based on the scope and complexity of your vision and your organization's readiness. Most organizations start by putting the most frequently needed or less complex tasks into the platform, building momentum, and expanding. From there, you can broadly deploy AI-powered, federated search, content recommendations, and services.

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