

Employee journeys

Transforming employee experiences means delivering enterprise journeys for personal and professional moments that matter. This Success Insight provides high-level guidance for ServiceNow transformational leaders—including platform owners and executive sponsors—so they can successfully transform your employees' journeys.



Deliver workflows to support complex cross-departmental journeys

Support people movement, personal events, professional events, and more.



Provide flexibility to support variances in process and exception handling

Configure lifecycle events with profile criteria, exception handling, and testing capabilities.



Involve managers or departmental leads in defining and supporting journeys

Provide an interface for manager and employee interactions.



Embed listening and learning in the moment within the journey

Deliver in-moment pulse surveys, provide analytics on employee sentiment trends, and curate learning.



Transform employee journeys

Take these actions to transform employee experiences by delivering enterprise journeys for personal and professional moments that matter:

Prepare for an employee-centric mind shift.

- **Transforming your employee journeys means shifting from a process-driven mindset to an employee-centered approach.** Some experiences are relatively simple while others rely on multiple systems and are significantly more complex. For all, the goal is to shield employees from complexity and offer a seamless and intuitive experience. This means shifting from “What do we want an employee to do?” to “What do we want the experience to be like?”
- **Create a digital innovations team to facilitate cross-departmental efforts.** This must include governance to support decision-making. A senior leader who will take ownership of the employee digital experience should lead the team.

Reimagine your employee experiences.

- **Start by defining workplace personas.** Include descriptions of the personas' behaviors, attitudes, goals, skills, and preferences. Support your persona creation with employee interviews and surveys.
- **Map employee journeys.** Consider how each of your personas move through key employee experiences. Identify experiences within these journeys that could be improved by capabilities such as federated search, virtual agents, collaboration tools, mobile and web portals, or proactively offered learning activities and tasks.
- **Define your processes that support the different experiences that you want to provide.** Defining these processes will outline what you'll need to put into the system to configure and standardize. Include relevant functional areas such as IT, workplace facilities, payroll, finance, and HR in your process definition. Additionally, consider where you'll need regional specialists who can document your processes and legal requirements across the geographies that you operate.

Plan in phases.

- **Plan to transform employee journeys in phases.** It may be tempting to start with onboarding, but this is among the more complex cross-departmental employee journeys. Consider a less complex starting point such as parental leave. Alternatively, if onboarding resonates as your starting point, begin with a minimum viable product (MVP) such as a select region or employee population. Start with a few tasks and increase capabilities over time, then expand to more populations or regions.

Listen in the moment to drive improvements.

- **Give employees the opportunity to give feedback during or upon completion of tasks.** We recommend one to five stars or Likert scales. This insight will show how well an experience is meeting employee expectations.



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