

servicenow

Catalyst for change:
How technology
leaders can be
key allies for
customer and
employee
experience initiatives

Boost employee productivity and customer satisfaction by delivering efficient digital experiences.



Automate and enhance digital experiences

The pace of change is accelerating, with technology at the heart of the transformation. And every organization, whether they're focused on optimization or innovation, is racing to catch up. Unfortunately, these efforts to keep up can result in unsatisfactory experiences for employees and customers. In the hurry to get ahead, your customer and employee experiences could be falling behind.

It's possible to achieve technological change while elevating employee and customer experiences. In fact, your IT organization can be the catalyst for this. With the right tools, you can improve employee productivity with automation and increase customer satisfaction with reliable services.

A cloud-native platform is a reliable foundation for delivering on technology change and extraordinary digital experiences, as it enables you to quickly anticipate and adapt to optimization and innovation needs. As a reliable platform, it should also be intelligent enough to automate and enhance digital experiences for customers and employees.

Ultimately, selecting and implementing the right solutions for your platform can help drive your organization's continuous digital transformation while ensuring you make the most out of your existing technology.

“
In the hurry to get ahead,
your customer and
employee experiences
could be falling behind.”



How IT can empower employees to unlock their full potential

All too often, the employee experience is characterized by frustration. Inconsistent service and support mean that your workforce spends valuable time and effort on tasks that should be effortless, while siloed systems and departments further hamper their ability to work efficiently and effectively. And these conditions don't just impact productivity. Job satisfaction also suffers, which is no small problem in an era of talent shortages.

But frustrated employees are just the tip of the iceberg. In addition, organizations may also lack visibility into workforce skills and emerging talent needs, which hinders decision-making. With decision-making hamstrung by a lack of visibility, you may not have the information you need to balance the often-competing needs of your business, workplace, and employees.

Fortunately, IT plays a leading role in addressing these challenges. The right infrastructure can empower employees to easily self-serve and navigate complex journeys within a single portal. And the right portal provides speed, personalization, and convenience—freeing up time to focus on what really matters. Technology can also enable HR agents to fulfill employee requests faster through automation and customized workspaces. Combined with the help of AI-powered intelligence, you can gain valuable insight into the skills inventory of your workforce to inform business-building decisions.

The result? More employee productivity and engagement, reduced service costs, and wise, well-considered investments in talent development.



How IT can help you deliver a cohesive and accelerated customer experience

A seamless customer experience is every organization's ultimate goal. But operational inefficiencies and disconnected systems often get in the way, impeding the productivity and performance of customer service teams.

Many organizations struggle to align diverse customer service functions, navigate complex customer journeys, and simplify processes across multiple touchpoints and departments. As if that's not enough, they must also reduce costs while providing high-quality customer experiences and meeting evolving customer expectations.

Embracing the right technology can help you overcome these challenges. Automating and streamlining processes will help resolve customer issues faster, which addresses ever-increasing customer demands for speed and convenience while lowering costs. The key step? Connecting people, processes, and data on a single platform of action, so you can accommodate customer needs efficiently, transparently, and proactively.

Top 5 imperatives for supporting the employee and customer experience with IT

A proactive checklist for technology leaders

Looking to pivot quickly, but need to keep digital services running 24/7? This is the place to start. With these five imperatives, you can help your organization use technology to improve the employee and customer experience.



Imperative #1

Automate and optimize technology service operations to preempt issues and let skilled talent focus on the problems only they can solve.

A robust IT service management (ITSM) solution helps you deliver resilient services that supercharge productivity, create amazing experiences, and future-proof your technology. To modernize with a shared data model, you'll want to combine ITSM with IT operations management (ITOM) to predict and prevent issues before they impact the business, and automate resolutions with AIOps.

Benefits:

- Expand technology services while delivering scalable, cost-effective, and resilient services.
- Fulfill service requests in less time, with minimal human intervention.
- Deliver an exceptional, consumer-like employee experience via a single portal accessible from any device.
- Help employees self-solve with AI.
- Drive best practices with optimized processes.
- Eliminate outages and ensure 24/7 digital services with predictive AIOps.

Expected outcomes:



80%

decrease in IT incident volume



75%

fewer false alerts



68%

reduction in service maintenance tasks



75%

productivity improvement in IT request management and incident resolution



68%

reduction of manual effort to create incident documentation

Imperative #2

Enhance technology asset investments to reduce costs, mitigate compliance risks, and enable proactive planning.

With the right IT asset management (ITAM) solution, you can connect multiple departments on a single platform and automate the end-to-end lifecycle for software, hardware, and cloud resources.

Benefits:

- Gain visibility into your assets to reduce technology CapEx and OpEx.
- Reduce spend, minimize risk, and maximize your current assets.
- Streamline each stage of the asset lifecycle with digital workflows.
- Manage SaaS costs and usage with actionable insights.
- Centralize governance to minimize costly technology asset risk throughout the business.
- Boost staff efficiency and avoid compliance issues.

Expected outcomes:



67%

reduction in costs related to software license true-ups



80%

decrease in software audit efforts



58%

productivity improvement in hardware asset management



31%

reduction in underutilized enterprise software



70%

fewer noncompliance incidents

Imperative #3

Deliver strategic technology initiatives to show tangible progress towards business-wide goals.

Comprehensive strategic portfolio management (SPM) enables you to strategize, align, and deliver business outcomes from a single platform. Application portfolio management (APM) accelerates your decision-making to reduce risk and lower costs.

Benefits:

- Ensure all investments reflect organizational strategies.
- Evaluate financials and capacity using scenarios.
- Visualize strategies and targets.
- Plan, track, and analyze portfolio trade-offs.
- Establish strategic alignments across the organization.
- Provide the ability to pivot quickly in times of change.
- Enable teams to work effectively and focus on results.

Expected outcomes:



55%

productivity improvement in project performance audits



40%

productivity improvement in resource management



60%

improvement in effectiveness of IT-finance reporting



50%

greater impact on application inventory management



68%

reduction of manual effort in incident documentation

Imperative #4

Intelligently automate manual workflows and connect people, processes, and systems.

With hyperautomation across the enterprise, you can connect and unify all your systems, as well as enable developers of all skill levels to build business-critical apps.

Benefits:

- Improve your workflows with machine learning and AI-powered experiences.
- Unify your organization's approach to hyperautomation.
- Enhance efficiency by intelligently automating manual workflows, using thousands of ready-made building blocks.
- Empower employees by removing manual tasks and workflow bottlenecks.
- Speed time to value with low-code applications.

Expected outcomes:



98%

automation of application change management requests



4x

increase in team capacity for app development



50%

decrease in time to develop apps



89%

acceleration in application time-to-market



80%

reduction in time to develop apps that support HR recruitment and enablement

Imperative #5

Drive platform innovation while managing cost and risk to enable scale and demonstrate value.

Investing in services to enhance your unique digital transformation journey will accelerate time to value, personalize your value experience, and drive a faster ROI.

Benefits:

- Achieve ROI faster by building winning strategies with value realization dashboards and data-driven recommendations.
- Expedite your innovation agenda with outcome tracking.
- Accelerate value across people, processes, and technology.
- Benchmark your progress and adjust in real time for better performance.
- Align strategy to execution to reach and exceed business goals.

Expected outcomes:



20%

increase in value leveraged from technology investments



40%

productivity increase in ability to solve critical customer business problems



20%

improvement in end-user experience KPIs



98%

data quality score for Configuration Management Database (CMDB)



44%

higher adoption of critical applications

Be an ally for innovation

Whether your enterprise is focused on optimizing what you currently have or investing in innovation, there are imperatives you can deliver on to maximize the employee and customer experience. And in doing so, you won't just be a key ally to employee and customer organizations in your enterprise—you'll accelerate business innovation and drive your enterprise's digital transformation journey forward.

Just remember these top five technology imperatives for supporting the employee and customer experience:

- 1 Automate and optimize technology service operations to preempt issues and let skilled talent focus on the problems only they can solve.**
- 2 Enhance technology asset investments to reduce costs, mitigate compliance risks, and enable proactive planning.**
- 3 Deliver strategic technology initiatives to show tangible progress towards business-wide goals.**
- 4 Intelligently automate manual workflows and connect people, processes, and systems.**
- 5 Drive platform innovation while managing cost and risk to enable scale and demonstrate value.**

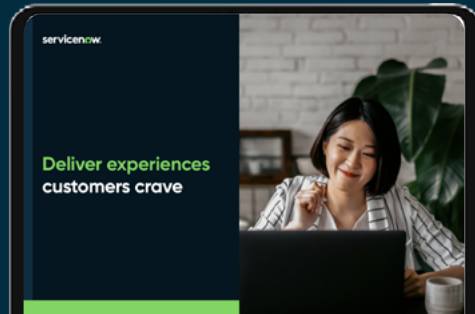


Discover how you can transform your enterprise's customer and employee experiences:

Deliver Experiences Customers Crave

Discover the three imperatives for CX leaders in 2024 and beyond.

Get Ebook



The 3 Imperatives Driving Employee Experience in 2024 and Beyond

Explore how you can drive employee growth and support business growth at scale.

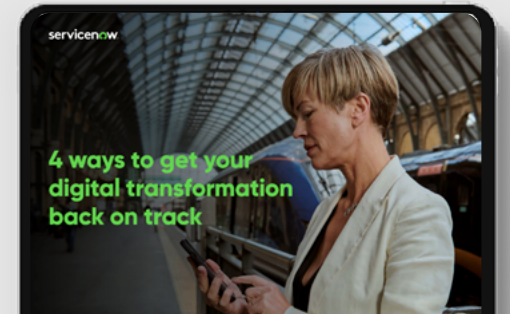
Get Ebook



4 ways to get your digital transformation back on track

How to adapt for tomorrow's growth without wasting yesterday's investments.

Get Ebook



servicenow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™.

For more information, visit www.servicenow.com.

© 2023 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.