

**The critical connection for HR:**

# How strategic automation drives crucial employee empowerment

**Real stories of how enterprises are focusing on worker experience to succeed in challenging times**

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## Employee retention remains a struggle. Here's why strategic automation is the right answer.

An extensive survey conducted by IDC<sup>1</sup> and sponsored by ServiceNow reinforces what many global organizations are finding: Delivering a best-in-class employee experience is more critical in today's workplace than ever before. The "great resignation" recently created a crucial need for every department to optimize how its workers operated day-to-day, just to remain competitive in a very chaotic job market. And now, changing economic pressures and the risks of hiring freezes have added pressure to people and process managers. You must keep the talent you already have in place—and make sure they are productive, empowered, and satisfied.

### The challenge is felt all the way up to the C-suite.

According to a global CEO survey of 917 CEOs, the number one CEO priority is to attract and retain talent.<sup>2</sup> Even though this is a high priority, organizations often face retention issues in the first place because they are not fulfilling the needs of their employees. For instance, with increasing demands on employees' time, many cannot cope with the volume of tasks without automation support. In addition, when organizations provide employees with multiple self-service systems for internal requests, this frequently just creates more friction and frustration for employees who now must navigate various interfaces. It's clear that organizations need to implement strategic automation to streamline tasks and simplify self-service options for employees.



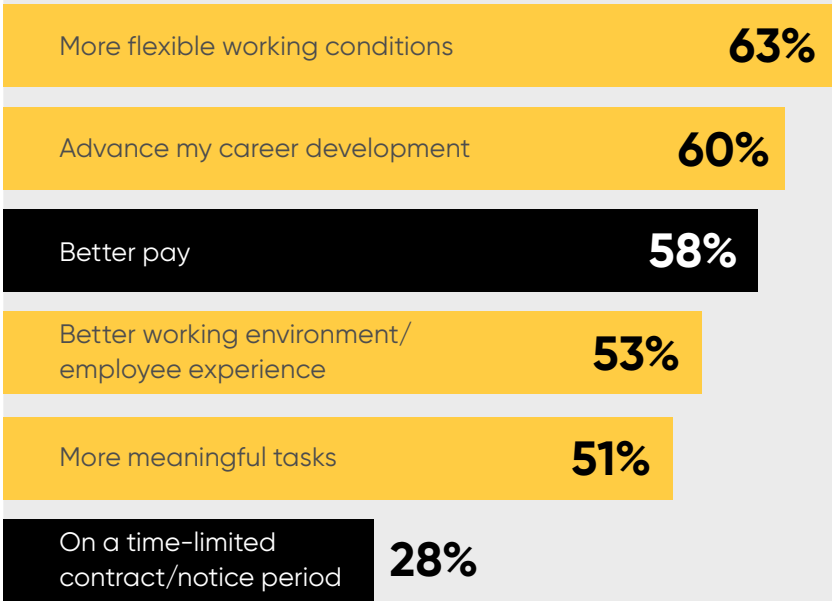
# Organizations with strategic automation have significant employee retention and satisfaction

Source: IDC, Automate to Empower Survey, July 2022 (n = 1,500)

## How a strategic automation approach works.

According to the IDC report, one of the ways organizations are combatting employee retention successfully is through strategic automation. Simply put, automation is the ability to use technology to perform tasks with minimal human effort. More specifically, automation describes the tools, techniques, and strategies designed to minimize labor, freeing up human workers to focus on other responsibilities. Automation, alone, is not enough. But, when organizations take the time to consider employee requirements and then automate strategically, the payoffs are significant. The report reveals that employees using a centralized company portal are at least two times more likely to recommend their employer. And employees not using self-service tools are eager to adopt them, with nearly one in two employees that think they provide a better employee experience and support them in moments that matter (e.g., onboarding, leave, travel).<sup>3</sup> The message is obvious: organizations must automate strategically or face the consequences.

### Reasons for wanting a change of job (among those actively and passively looking)



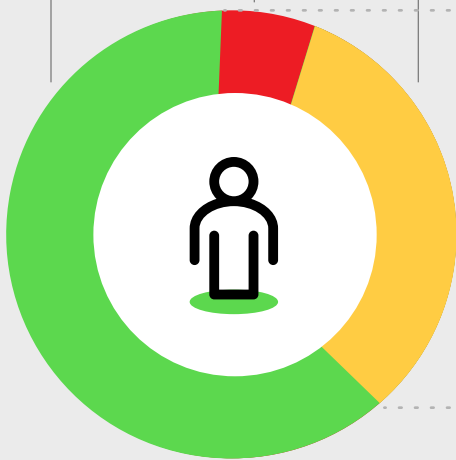
Organizations are **struggling to recruit new employees** in services delivery. Retaining employees is paramount.



**59%**

of the surveyed employees said finding and retaining talent for positions in their functional area was **moderately** or **extremely** difficult.

65% 6% 29%



Over a third of all surveyed employees were actively or passively looking for new employment. **Resignations often disrupt ongoing business and employees are very expensive to replace:** between half and two times the annual salary, according to multiple studies.

Actively looking Passively looking Not looking

"Softer" factors related to employee flexibility, engagement, empowerment, and sense of purpose were key factors for the potential leavers. Improving these aspects of the workplace is important and automation is part of the answer. Organizations with **strategic automation are best placed to retain talent**, as employees are half as likely to be actively searching as those with no automation.

\*Source: IDC eBook, sponsored by ServiceNow, Why Strategic Automation Empowers Employees in Operations, IDC #149378222, Aug 2022



## Key areas of strategic automation for employee experience

The Now Platform from ServiceNow® provides customized automation to strategically meet individual company and employee needs. Organizations that use the Now Platform can achieve four main goals to improve employee experiences across the board:

# 1 Deliver workflows to support complex cross-departmental journeys

- **Support people movement:** Build an all-encompassing platform to make HR processes (such as onboarding, offboarding, and transfers) run smoothly.
- **Support personal events:** Supporting individual events shows employees they are cared for (e.g., Leave of Absence), likely increasing happiness and performance.
- **Support professional events:** Workplace events like return to work and promotions celebrate the work employees have accomplished and bring coworkers closer together as a team.
- **Support disciplinary events:** Acknowledge employee growth and performance, such as performance improvement, to continue employee motivation.
- **Provide blueprints for common journeys:** A hub for employees to visualize all the possibilities of working at a company and allow maximum insight and career growth.

## 2 Provide flexibility to support variances in process and exception handling

- **Configure lifecycle events with profile criteria, exception handling, and testing capabilities:** Adapt to unique employee experiences to handle immediate needs.
- **Configure and test targeted content campaigns based on employee profiles and events:** Use AI-powered analysis and machine learning to anticipate content trends and improve staff satisfaction.

## 3 Involve managers or departmental leads in defining and supporting journeys

- **Provide an interface for manager/department-to-employee plan interactions:** Identify and operationalize ways to improve team effectiveness and processes.
- **Support plan permutations and templates, including ramp-up, performance improvement, and re-skilling examples:** Simplify ways for employees to adapt and improve.



## 4 Embed listening and learning in the moment within the journey

- **Deliver in-moment pulse surveys:** Receive frequent employee feedback to adjust processes as necessary.
- **Provide analytics on employee sentiment trends tied to journeys and service experiences:** Gain specific insight to leverage career growth.
- **Curate learning and deliver within the moment of an employee journey:** Prioritize training and respond to employee growth quickly.



A photograph showing two men in a professional setting. One man with dark hair and a beard, wearing a brown sweater, is leaning over the shoulder of another man with curly brown hair, wearing a white sweater. They are both looking at a computer screen, which is partially visible at the bottom of the frame. The background shows a window with light coming through.

## Real stories of strategic automation and success #1

How strategic automation through the Now Platform has enhanced employee experiences

# ASML

ASML strives to be a place where people love to work. In 2021, it received the [Newsweek Top 100 award](#) for “Most Loved Workplace.” One of the reasons for winning the award was systemic collaboration, utilizing technology to help guide employees throughout their workday. Their use of ServiceNow to automate through Violet, a ServiceNow Virtual Agent, provides 24/7 support, instant answers to questions, and connects users to more information to make their working lives easier and yielded an 80 percent user satisfaction rate.

More information on [IT Service Management Pro & Virtual Agent](#)



**“ServiceNow has helped us to demonstrate the tremendous value that Violet can deliver for the business—and it’s a template we can extend to repetitive processes in many other operational areas.”**

Ramon de Bruijn, Manager, Enterprise Service Management Center of Excellence and Innovation, ASML



## Real stories of strategic automation and success #2

How strategic automation through the Now Platform has enhanced employee experiences



Japan Tobacco International (JTI) has a well-rounded approach when it comes to innovation. Perhaps that's why they were awarded Global Top Employer by Top Employer for the eighth consecutive year. JTI recently recognized they could improve employee experiences and drive greater operational efficiencies by consolidating access to multi-department services across legal, marketing, sales, and finance, so they implemented ServiceNow to enable next-generation Global Business Services (GBS) via a unified gateway called MyJTI. MyJTI provides users with an easy and accessible experience. The unified gateway incorporates 300 services and has 31,000 global users.

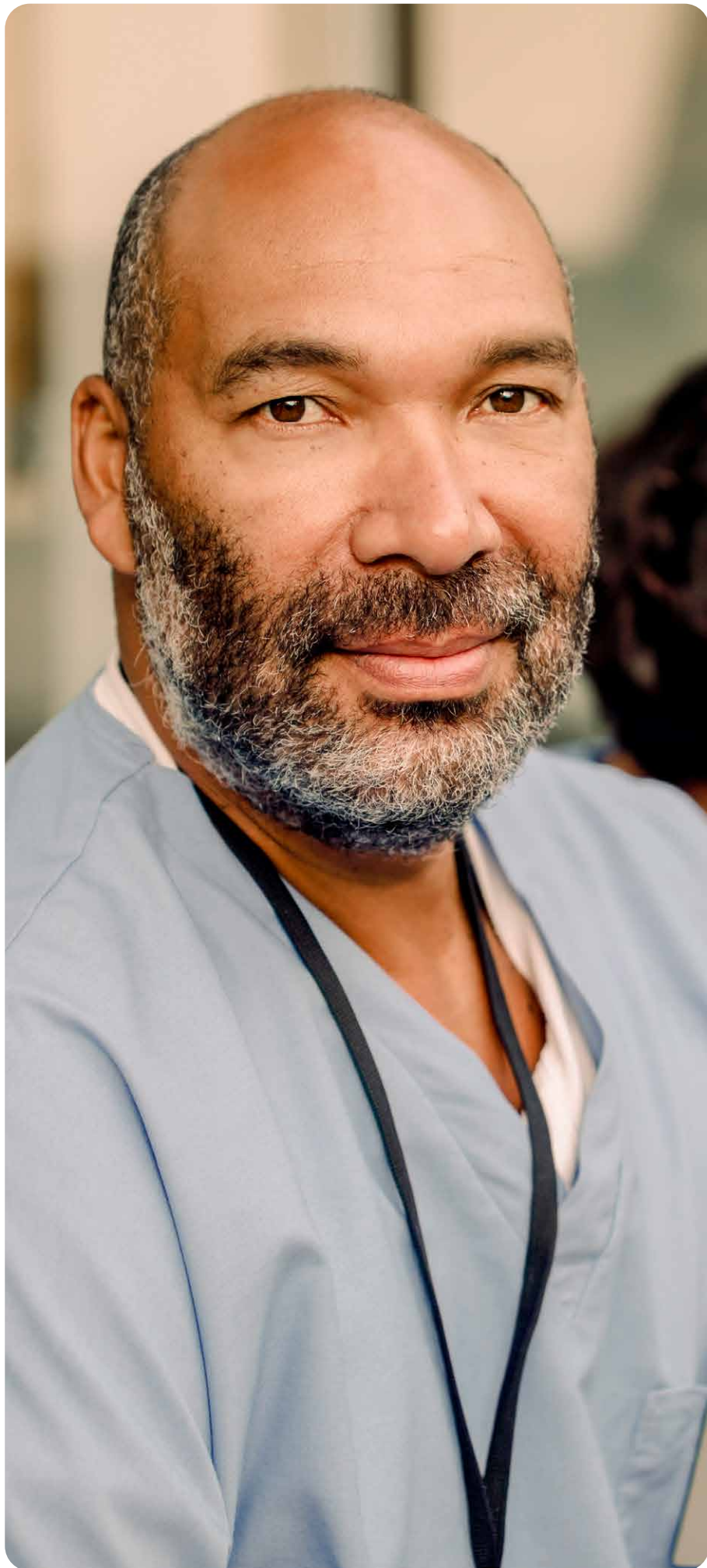
Summary is from a Knowledge 22 customer session.

More information on the [Now Platform](#)



**“Now our employees can go to one place and request all services, information and help they need from anywhere.”**

Alina Vashchenko, ServiceNow Program Delivery Team Manager, JTI



## Real stories of strategic automation and success #3

How strategic automation through the Now Platform has enhanced employee experiences



Novant Health is not afraid to implement automation as its workplace evolves. Most recently, they were ranked by the Birmingham Business Journal as one of Birmingham's Best Places to Work, Modern Healthcare's Best Places to Work, and received the Fortune 100 Award for Best Companies to Work For. They noticed a booming demand for workflow automation and new applications and wanted to maximize time for frontline doctors and nurses to enable them to spend time caring for patients. In turn, they used ServiceNow App Engine's low-code application development platform to introduce a citizen development program, which led to a 40% increase in development capacity.

More information on IT Service Management, Integration Hub & Virtual Agent



**“It’s very rewarding to be able to give this valuable time back to our frontline staff, allowing them to focus on what their primary role is, which is all about delivering a remarkable patient experience. Everyone’s a winner.”**

Brian Nuernberg, Director of Service Delivery, Novant Health



## Real stories of strategic automation and success #4

How strategic automation through the Now Platform has enhanced employee experiences

### POMERLEAU

One of Pomerleau's key values is innovation. In 2022, they were ranked amongst Canada's Top 100 Employers and Montreal's Top Employers. Pomerleau used ServiceNow's App Engine to create its Digital Logistics Requisition app, which lets site supervisors request materials, tools, and services directly from their mobile devices. ServiceNow low-code tools continuously incorporate and validate user feedback within a single sprint. As a result, it led to an increase in logistics efficiency, reliable delivery times, and reduced overall construction risk.

More information on the Now Platform & App Engine



**“By automating our logistics processes with ServiceNow, we can keep our construction sites humming.”**

Daniel Gagné, IT Development Coordinator, Pomerleau

## Real stories of strategic automation and success #5

How strategic automation through the Now Platform has enhanced employee experiences



Takeda has a mission to make sure that its people feel confident and supported every day. In 2021, it was named one of the Best Workplaces in Chicago by Great Places to Work and ranked #12 in Fortune's Best Workplaces in Health Care and Biopharma. With the Now Platform, Takeda is moving away from traditional case management in areas such as HR in favor of guided experiences. For example, their approach has delivered a streamlined and consistent employee onboarding experience across the company's global footprint.

Summary is from a Knowledge 22 customer session.

More information on [HR Service Delivery](#)



**“We’re taking what we’ve learned from HR and are looking back at our finance and our procurement organizations where you have similar challenges around visibility of transactions and visibility of process. We’re uplifting the process by which you order something to be much simpler and much more intuitive.”**

Rob Pretty, Head of People’s Solutions, Takeda

A man with brown hair and a beard is shown in profile, looking down at a smartphone he is holding with both hands. The background is a blurred view of a city with many buildings and rooftops under a clear sky.

## Automate strategically or face the consequences

The future of organizations relies on efficient and positive employee experiences

The 2022 IDC report reveals that employees that have limited or no automation are 46 percent more likely to be actively looking for a job.<sup>4</sup> Employees have higher expectations when their workloads and responsibilities increase, and your employee experience platform must be flexible enough to support variances when the flow of work changes. This requires organizations to equip managers with the essential tools to manage and support their work teams by creating relevant employee journeys. ServiceNow automates complex processes across the enterprise to support employee journeys, like return to work, onboarding, and transfers, that require multiple actions by various departments. Adding strategic automation accelerates time-to-value and enables faster adoption of new, innovative employee experiences—ultimately leading to more satisfied, engaged, and productive employees.

\*Source: IDC eBook, sponsored by ServiceNow, Why Strategic Automation Empowers Employees in Operations, IDC #149378222, Aug 2022



## Learn more about how your employee organization can stay connected, engaged, and productive across your entire enterprise:

[Employee Experiences](#)

[Customer Workflows Book of Knowledge](#)

[Category Handbook](#)

### SOURCES

1. [Future Workforce Insights: Why Strategic Automation Empowers Employees](#), IDC, September, 2022
2. [The Conference Board C-Suite Outlook 2022: Reset and Reimagine](#), The Conference Board, 2022
3. [Future Workforce Insights](#)
4. [Future Workforce Insights](#)

### About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud based platform and solutions help to 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](http://www.servicenow.com).