



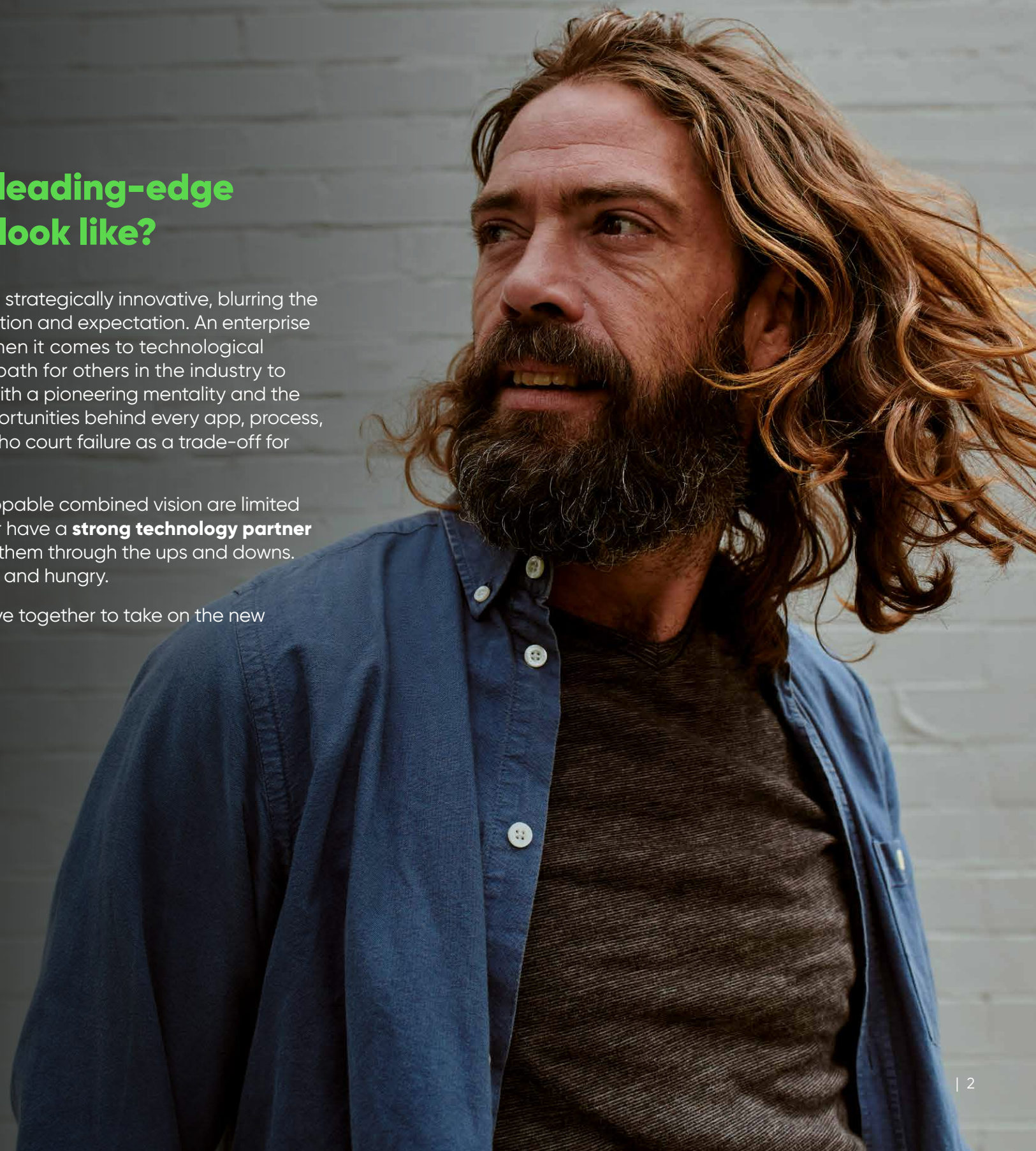
**Boost engagement  
and productivity  
with employee  
experiences**

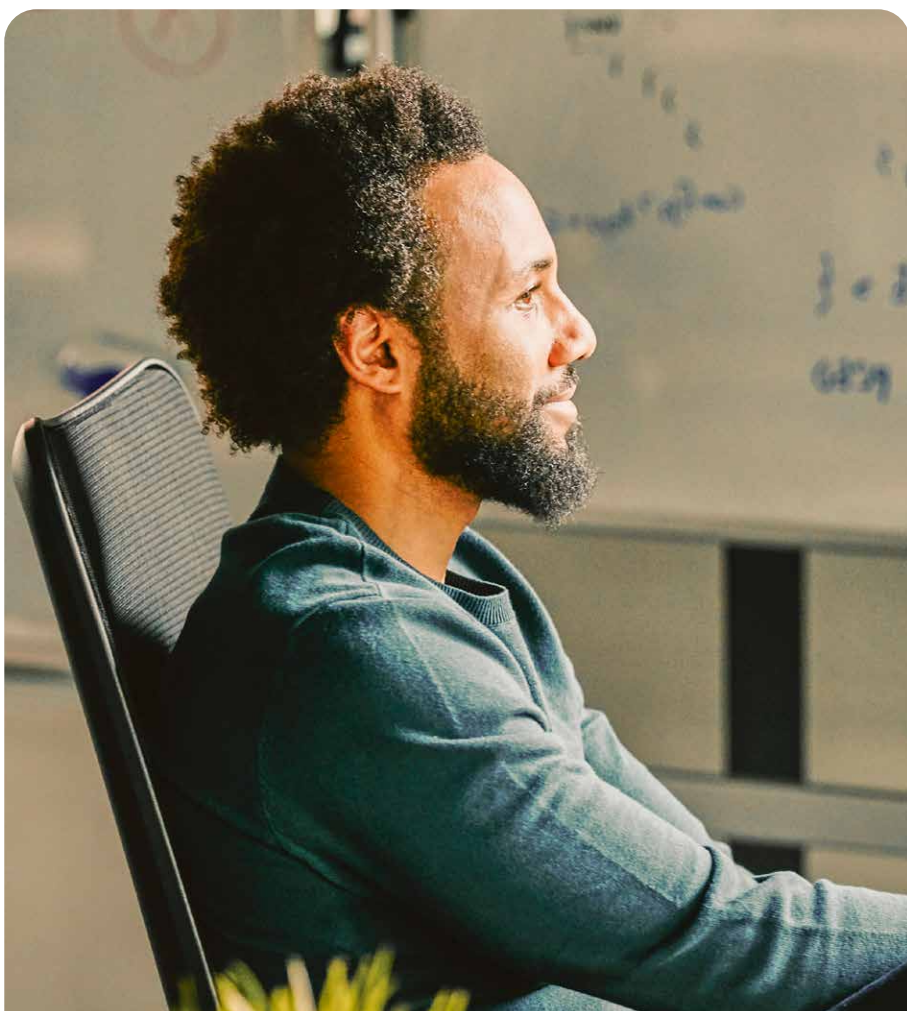
## What does a leading-edge organization look like?

It is an organization that is strategically innovative, blurring the line between experimentation and expectation. An enterprise that is in the vanguard when it comes to technological development, laying the path for others in the industry to follow. It is full of leaders with a pioneering mentality and the drive to seek out new opportunities behind every app, process, and experience. People who court failure as a trade-off for greater success.

Enterprises with this unflappable combined vision are limited in number, and even fewer have a **strong technology partner** to stand side by side with them through the ups and downs. Just like you, we're curious and hungry.

We will innovate and evolve together to take on the new world of work.





We're all facing a complicated macro environment. Your organization may be feeling pressure to deliver across:

- **Employee talent:** Attracting, hiring, and retaining top talent in the era of hybrid work
- **Products and services:** Rising costs due to inflation and supply chain disruptions
- **Business operations:** Increasing compliance, regulations, and complexity



## Innovating through uncertainty

Enterprise organizations are facing significant challenges. Macroeconomic headwinds are building. From the lingering impact of COVID-19, the tight global labor market, and social and political volatility, signals are strong that slowing growth may be on the horizon.

The only way forward is digital transformation. Now is the time to invest in digital to connect your people, processes, and systems. Build a platform strategy that reduces operating costs, increases productivity, reduces risk, and most importantly, helps executives across all lines of business win.

How should a leading-edge company respond?

## Empower your workforce

During more challenging times, empowering the existing workforce is a must-have for a resilient company. Retention is crucial when hiring freezes loom. Tight budgets also shine a spotlight on efficiency as directions to improve productivity trickle down.

**Great companies always have an advantage in retention, but great managers at great companies boost an employee's intent to stay by nearly 30%.** Keeping the right employees during challenging times is vital to have efficient teams. That means bringing a digital approach to employee engagement-tapping into data to give leaders at every level more information, support, and the ability to address issues rapidly with actionable information.

On top of a great manager experience, organizations are investing significant capital into understanding and exploiting AI to automate and streamline processes, especially around in service delivery. The tiered model has allowed leading-edge organizations to quickly solve mundane requests without tapping their senior agents. Self-service has empowered employees and customers to find solutions to their own issues, boosting productivity even more. Now, case deflection is taking an even bigger step forward with the introduction of natural language understanding that can quickly identify issues and route the requestor appropriately.

Experiences and intelligence have long been vital to business growth. By incorporating these ideas, your organization could start standing out.



### Even leading-edge companies are burdened with these realities when times are tough:

- It's hard to keep **employees** engaged and empowered
- **Data** is fragmented across systems and the organization
- **Time and resources** spent keeping the lights on vs. pivoting to new realities and opportunities



## An enduring platform for a fast-changing world

The path forward for all leading-edge organizations is digital transformation, and ServiceNow® is the engine for the new world of work. With our platform you can:

- Optimize processes to empower people to do their best work and make the world work better
- Connect data and organizational silos securely to create seamless experiences for employees and customers
- Accelerate innovation at scale, enabling companies to continuously create new value across a single, unifying platform (extend, scale, and bring innovations to market faster)

### Secular Tailwinds

### Macro Crosswinds

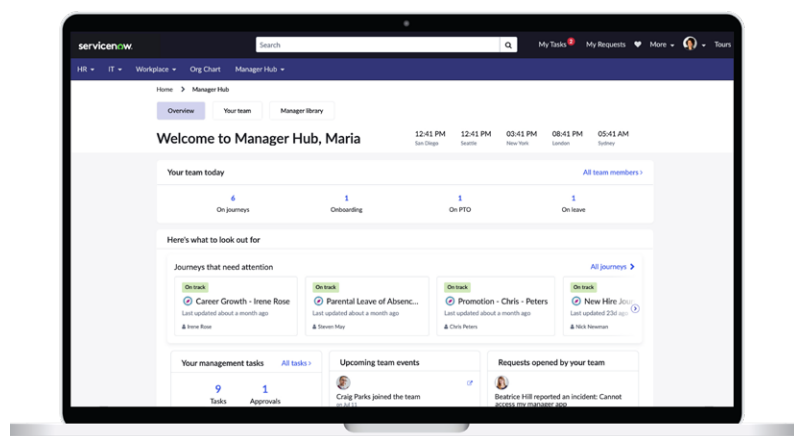


70%

of workers demand meaningful, purposeful work

85M

Global Human Talent Gap by 2030



MANAGER HUB

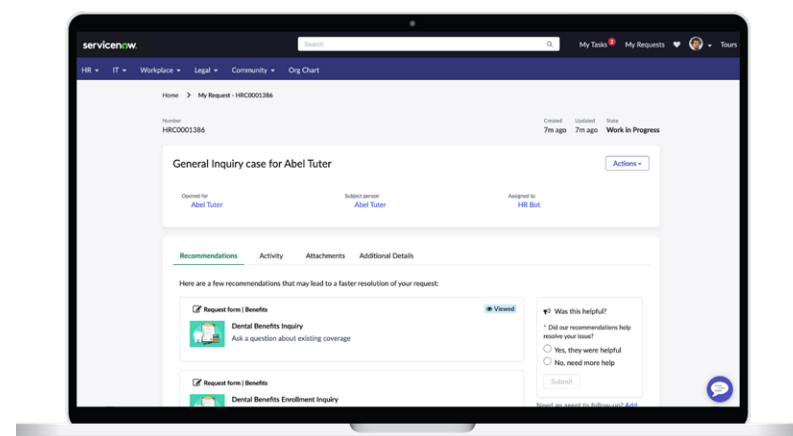
## Get focused on the manager experience

Managers have more complex and important jobs than ever in today's changing work environment, so we built **ServiceNow® Manager Hub** with them in mind. Organizations can enhance the manager experience with a single comprehensive place for viewing teams' journeys, daily stats, pending learnings, and important dates. They can even receive notifications to act on employee tasks and requests.

### Key innovations:

- Empower people leaders to support their employees' needs better
- Get a comprehensive view into employee journeys, daily team stats, pending learnings, and important dates
- Enable managers to receive notifications and act on employee tasks and requests
- Access curated content for managers, announcements, and leadership development resources in a single place

[Learn more about Manager Hub >](#)



ISSUE AUTO RESOLUTION

## Uncouple staff from routine HR tasks

Resolve routine employee requests quickly with AI-powered automation, improving case deflection and employee self-service with **ServiceNow® Issue Auto Resolution**. By automating the resolution of routine HR inquiries, you can boost productivity, save on costs, and increase organizational efficiency for front-line employees.

### Key innovations:

- Leverage NLU to analyze unstructured requests.
- Deliver self-service content that meets employees where they are through channels such as Microsoft Teams, SMS, and email.
- Quickly identify critical or sensitive cases and route them directly to a higher-level HR agent when needed.
- Access from any location employees are, such as the office, a coffee shop, or home.

[Learn more about Issue Auto Resolution >](#)

## Go deeper

### **ServiceNow® HR Service Delivery >**

Create connected and engaging experiences for your hybrid workforce, while improving productivity.

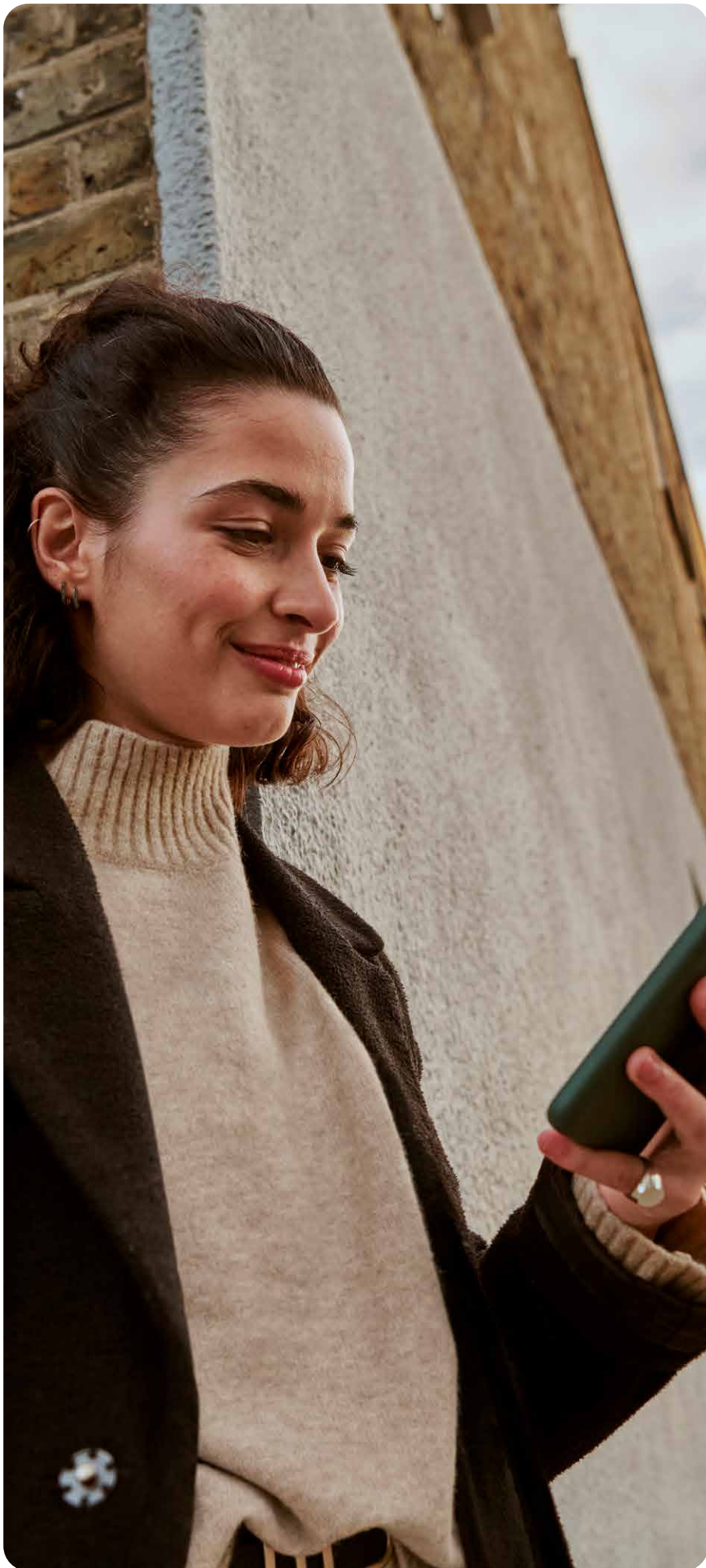
- Provide your hybrid workforce access to HR, IT, and Workplace services from home, at work, or on the road.
- Craft a complete workflow that spans the enterprise, and personalize these workflows with no-code tools to fit the unique needs of departments, teams, and even individuals.
- Meet employees where they are with mobile, chat, and virtual agent self-service experiences.
- Optimize service delivery by improving operational efficiency and delivery of services with clear insights surrounding employee requests.

### **ServiceNow® Workplace Service Delivery >**

Create the ultimate workplace service experience with a multi-channel, mobile-enabled solution that automates requests and reservations so you can focus on what's important—keeping the workplace safe and running smoothly.

- Provide a safe workplace for each phase of your reopening by delivering the right digital experience, engaging with employees, and automating the steps for returning.
- Design and manage evolving spaces with smart tools to configure floor space based on usability and optimize real estate spend.
- Give your workforce access to services anytime, anywhere with the simplicity of interactive maps, wayfinding and automated tools for reservations and room scheduling.
- Provide employees the help they need, when they need it by efficiently routing workplace requests to the right team member, department, or vendor.
- Enlighten your workplace services teams with a real-time view of workplace services, requests, assets, and cases to uncover valuable insights, trends, and opportunities so you can make better decisions.





### **ServiceNow® Employee Journey Management >**

Deliver personalized cross-departmental employee journeys with intelligent workflows that support in-moment tasking, learning, and listening.

- Provide personalized employee career journeys by letting managers support and drive the productivity of their hybrid workforce from anywhere.
- Measure in-moment employee feedback to gain insight and take action to improve the employee experience.
- Provide curated content recommendations for employees based on their job position and interest.
- Create connected cross-departmental experiences with pre-configured workflows.





## Ready for a deeper exploration of ServiceNow?

These new innovations will keep you on the leading edge. At ServiceNow, we are constantly evolving to meet the needs of our customers, with a platform that can adapt quickly as market conditions change.

Read on to see how we can help your organization.



### ServiceNow Employee Experience

Engage employees with a connected and unified employee experience. Redefine the new hybrid workplace by delivering efficiencies and productivity in how employees work.

See How



### Employee Experience Book of Knowledge

This ebook features stories told at Knowledge from organizations such as Dell, General Mills, and Siemens, and shares how they handle complex challenges with the help of ServiceNow workflows.

Get Ebook



### Here we Thrive

Employees want to connect with the company they work for, but that connection is no longer built solely on perks or benefits. Today, employee satisfaction comes from how valued they feel by their company.

Get Ebook

### 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).