HOW TO HAVE PRODUCTIVE EXPERIENCES FOR YOUR EMPLOYEES
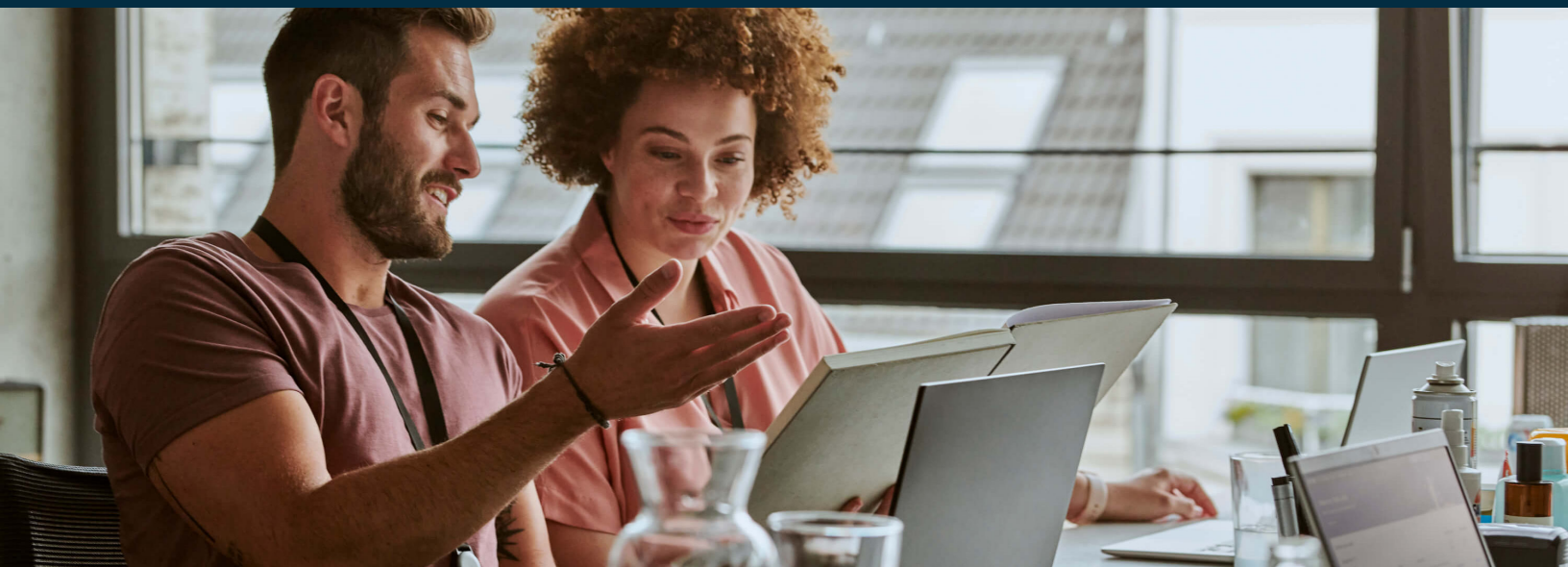
The path to delivering productive employee experiences and supporting new ways of working

Productive employee experiences start with a strategy

An organization is powered by its people. Technology should make it easier for them to get what they need, when they need it.

ServiceNow® helps an enterprise uncover more productivity with an unmatched technology foundation. There is tremendous value in improving experiences for your employees.

We've built a modern platform that delivers personalized, meaningful experiences and eliminates friction. The Now Platform® drives more engagement by connecting front-line and back-office employees, while better supporting managers, agents, and their teams with purpose-built solutions.

Together, we can deliver productive experiences built for every employee, everywhere, across their digital channel of choice.

OTHER IMPERATIVE GUIDE

Shared services is another path to productivity.

Learn more in this guide.

Why better, productive experiences matter to you

The state of work today is more complex than ever. Businesses are facing significant economic headwinds and sociopolitical challenges. As a result, leaders must adapt their operations to drive future market advantages. Now is the time for organizations to start digitally connecting their people, processes, and systems through a unified platform.

The path to productivity starts with better support for your employees. Companies who can't rapidly meet changing employee expectations will find it harder to attract talent and will experience higher employee dissatisfaction and turnover.

The goal should be to make it easier for all employees to get what they need, when they need it. Technology is only part of the solution. Understand what this means for your organization first, then the tools and workflows required to succeed become obvious.

In this guide, we've put together a path that some of the top organizations have followed to improve their employee productivity through great experiences. To replicate that success, you first have to ask some serious questions about your company.

- Are your desk-based and deskless employees able to get the immediate service and support they need across any digital channel of choice?

- Do all your departments have a single spot where employees can access information and make requests?

- Does your HR service delivery model support the needs of your managers, offering tools to guide employees along their personal and professional journeys?

- What's your plan to implement new technologies or to automate legacy processes, without breaking them?

- Do you know employee experience trends in your company, or even have the ability to capture that data?

We now face a new set of common challenges across the workforce. Even in tough times, innovating through uncertainty is important.

52%
of employees who remain after turnover feel the impact of increased workload

77%
of employees were already experiencing burnout in their current job

49%
of HR leaders struggling to define a future-of-work strategy

Focus Area

Meet employees where they are with the right channel

Are your desk-based and deskless employees able to get the immediate service and support they need across any digital channel of choice?

Many organizations have transformed from a full-time, office-dominated environment just a few years ago to one that includes a mix of remote, hybrid, and on-site employees. With that change, your people's ability to get the immediate service and support they need may be more inconsistent than you expect. These limitations typically slow your deskless employees the most, forcing them to waste time searching for answers when they could be making an impact. Build out robust self-service options and embed those experiences across all traditional and digital channels.

Path to productivity:

- **Embrace a connected life:** Provide your workforce with omnichannel self-service options that can be accessed through a range of channels and technology, such as chat, phone, text, email, in-office kiosks, walk-up areas, and employee portals.

- **One size may not fit all:** Support branding and personalization for employees by role, level, location, and more with intelligent search and browse capabilities.

- **Automate your information:** Personalize experiences on every channel by leveraging data from the employee's HR profile. This can also allow for faster request processing.

If done well, you should see the number of channels and departments supported rapidly scale, as well as an increase in employee usage.

REAL-WORLD EXAMPLE

Kimberly-Clark

Exploring new channels with Kimberly-Clark

Kimberly-Clark needed to centralize HR services, so it turned to ServiceNow to drive consistent employee experiences, ramp up self-service, and deploy chat support globally in only five months

"

One of the key decision points is user-facing processes. We want those things to go in the employee experience layer and that tends to be ServiceNow."

Nicole Sloane, Employee Experience Leader, Kimberly-Clark

93%
live chat satisfaction

24/7
strategic human resources support model

14k
cases opened monthly

Focus Area

Unify service, support, and communication experiences

Do all your departments have a single spot where employees can access information and make requests?

Communication is vital for an enterprise organization. With so many people spread out across countless departments, how information winds its way down to the individual can make all the difference. Not only should you drive your employees to a single source for information, but that portal should spotlight topics they will find most interesting.

Path to productivity:

- **Consolidate service and communication experiences:** A single, unified employee portal can become the go-to for all communication if it's built with the user's experience in mind.

- **Enable employee requests and tasking from a unified interface:** An employee shouldn't have to navigate between dozens of systems to request essential services. Collect those queries in one place, and route them to the appropriate team.

- **Personalize content and services by profile criteria:** Your employees are diverse. Some may have a more technical role. Others may have unique perspectives based on the stage of their career. Tailor information, recommend content, and offer an experience based on what you know they find the most relevant.

- **Deliver targeted content campaigns:** When you need to move swiftly, push communications and key information to employees affected by change. This can cut down on misinformation and frustration.

If done well, you'll be able to digitize services requests across HR, IT, facilities, and legal with unmatched speed and depth. This will lead to increased employee engagement rates and improved employee self-service.

REAL-WORLD EXAMPLE

Bringing it all together with Unilever

Unilever had a rapidly expanding workforce and needed an employee support platform that could keep up. With ServiceNow, the company got a custom platform that connected more than a dozen teams using one access portal.

❝

We know that one size doesn't fit all, and we want to create a framework that meets the needs of all our people."

Tom Dewaele,
Global Head of Employee Experience, Unilever

15

siloed help desks consolidated to a single portal

47%

reduction in time spent performing transactional support activities

1

source of truth for data and analytics, informing IT decision-making

Focus Area

Guide employees through complex journeys

Does your HR service delivery model support the needs of your managers, offering tools to guide employees along their personal and professional journeys?

Your managers are vital to the success of your enterprise. They are not only charged with hitting business goals and serving as stewards of the company culture. But they are also the most personal touchpoint to your organization that employees will have. Give your managers the tools and resources they need during the moments that matter, such as supporting specialized tasking, learning, listening, growth, and development.

Path to productivity:

- **Support your people leaders:** Elevate your managers with a dedicated hub and the ability to publish plans through journeys. This will connect them with the resources they need to best guide their staff.

- **Have a larger plan:** Single activities and requests, when combined, tell a larger story about where your people are in their employee lifecycle. Orchestrate IT, HR, workplace, and legal requests in support of a journey, such as onboarding, offboarding, and transfers.

- **Invest in the journey:** Provide role-based experiences across personal and professional events. Help an employee excel today while setting the foundation for growth, skills, and learning—so they can make an impact in the future.

If done well, you will start seeing a drop in employee friction and an increase in talent retention.

See this in action.

<div style="background-color: green">**Focus Area**</div>

Leverage the platform to extend experiences

What's your plan to implement new technologies or to automate legacy processes without breaking them?

If you want to accelerate time-to-value when integrating new business processes, then you need a platform with design tools to build, connect, and extend experiences across the enterprise. Low-code must be a part of every organization's toolkit. Enterprises have an exceptionally powerful option when they tap citizen developers to not only spotlight potential issues but also correct, build, and optimize employee experiences fast.

Path to productivity:

- **New experiences, not sprawl:** Use platform tools to design experiences on your existing platforms, such as new journeys or branding for your service experience. If this isn't a smooth process on your existing platform, consider one that allows for low-code modifications.

- **Extend employee experiences:** If your platform does support low-code, allow employees to guide you on what new custom widgets, applications, or capabilities would serve them best, and then let them innovate.

- **Leverage automation:** Connect experiences across your entire technology ecosystem with the help of integrations and robotic process automation. By modernizing your workflows, your employees will be able to get the information and services they need in seconds, not hours or days.

If done well, you should see reduced implementation times and quicker deployment of new employee journeys and life cycle events.

Focus Area

Transform insights into data-driven experiences

Do you know employee experience trends in your company, or even have the ability to capture that data?

As organizations become more digitized, the ability to harness and analyze data increases. If your company hasn't embraced a platform that can offer metrics around portal use, you're missing a great opportunity. Top enterprises are leveraging data and insights from all types of employee journey actions, content searches, and service requests to improve employee experiences and interactions.

Path to productivity:

- **Gain visibility into employee experience trends:** Too much of how an enterprise operates is shrouded in anecdotes, when real information could be captured and analyzed. Understand how your employees are working, and you can leverage that data to determine areas of concern.

- **Identify opportunities:** Already have the data? Start shifting experiences to match what your employees expect and then anticipate what they may want.

- **Focus on growth:** Develop your employees through key steps along their career path with AI-driven recommendations. Provide training and information at the right time to help them grow.

- **Seek feedback:** Listen to your employees' feedback as another way to capture real-time data and insights.

If done well, employee satisfaction should skyrocket and time wasted on manual tasks should dwindle, with services optimized to solve actual problems.

REAL-WORLD EXAMPLE

Transforming the onboarding experience with Saab

Saab had a manual, disconnected onboarding process that didn't support employees and left managers overburdened. With ServiceNow, the company created a consistent, people-focused journey with digital workflows so their new hires could be productive from day one.

Read Full Story ➡

"
We need to attract and retain talent—that is key to Saab's success. ServiceNow means we provide a great employee experience from day one."

Sandra Schedwin, VP, Head of People Operations, Saab

1000s
of new starters throughout the year

12K
hours saved per year

25%
increase in employee satisfaction

Let's deliver productive employee experiences

As you've seen, the path to productivity requires your organization to create exceptional experiences.

ServiceNow employee experience capabilities are unmatched in the market. They incorporate years of innovation and dozens of enhancement releases.

What sets us apart? The depth and breadth of our purpose-built HR service delivery workflows and ability to create actionable, dedicated role-based experiences for employees, managers, and agents.

When employees are productive at work, the world works.

That's why the world works with ServiceNow.

Take a closer look at the ServiceNow products helping organizations get results

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ServiceNow® HR Service Delivery

Create connected and engaging experiences for your hybrid workforce, while improving productivity.
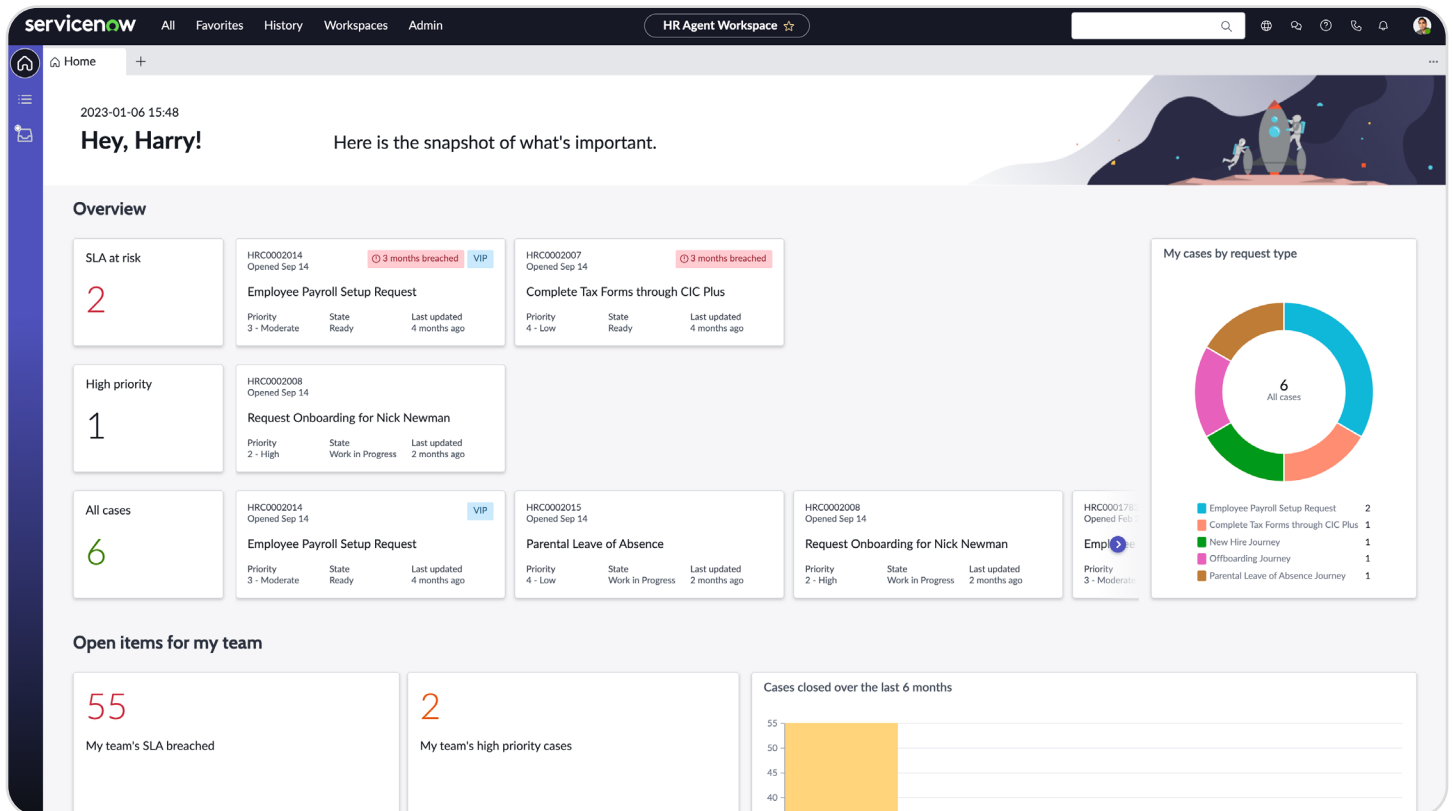
- Provide access to HR, IT, and workplace services that can be accessed from home, at work, or on the road.

- Craft complete workflows that span the enterprise, and personalize them 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 services delivery by improving operational efficiency with clear insight into surrounding employee requests.

Experience Matters

ServiceNow® Workplace Service Delivery

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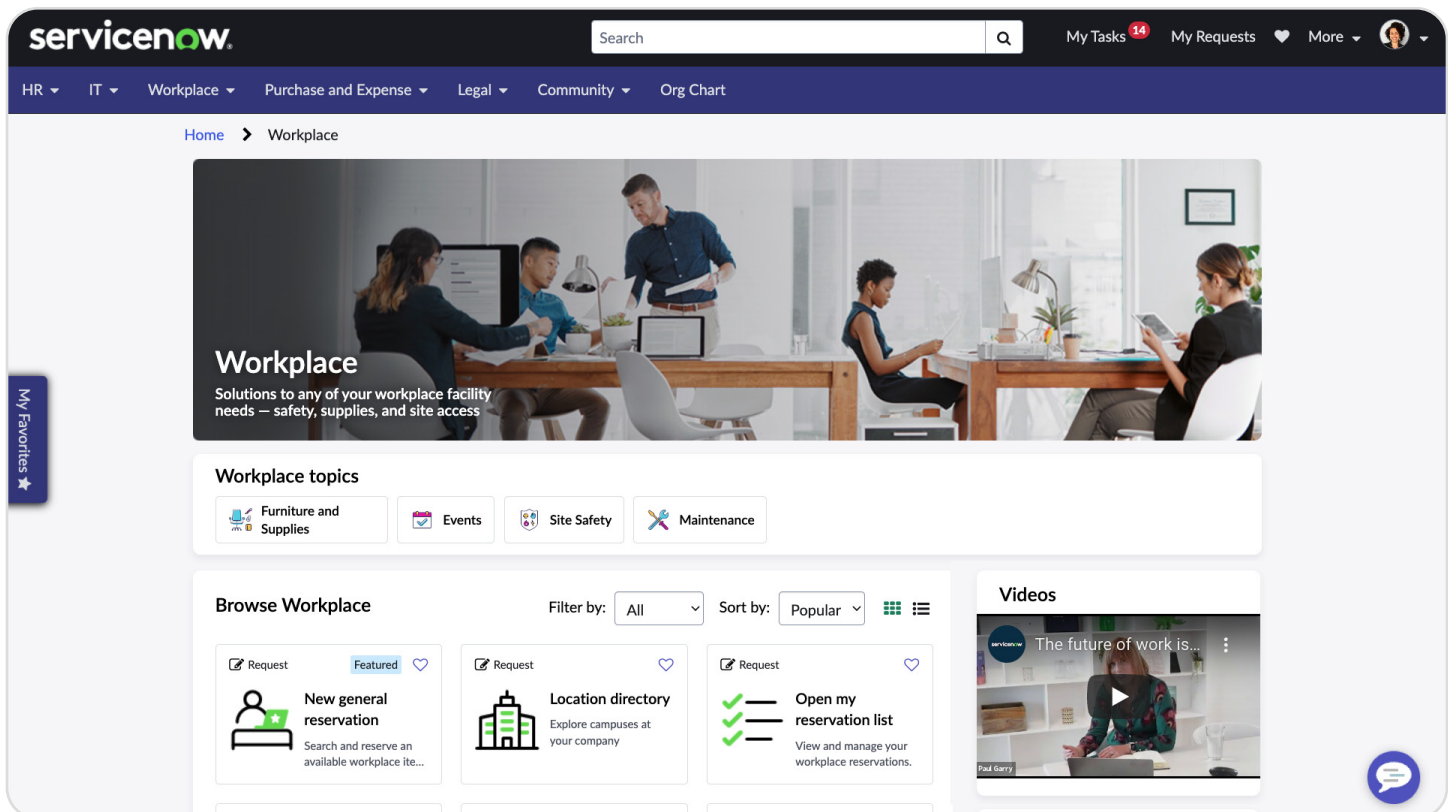

- Provide a safe workplace for each phase of your reopening by delivering the right digital experience, engaging with employees, and automating steps for the return.

- Design and manage evolving spaces with smart tools to configure floor space based on usability and to optimize real estate spend.

- Give your workforce access to services anytime, anywhere with the simplicity of interactive maps, wayfinding, automated tools for reservations, and room scheduling.

- Help employees 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.

Prepare Your Workplace

ServiceNow® Legal Service Delivery

Modernize legal operations with automated legal workflows so you can make faster decisions, increase productivity, and deliver legal services for your enterprise at the speed of business.
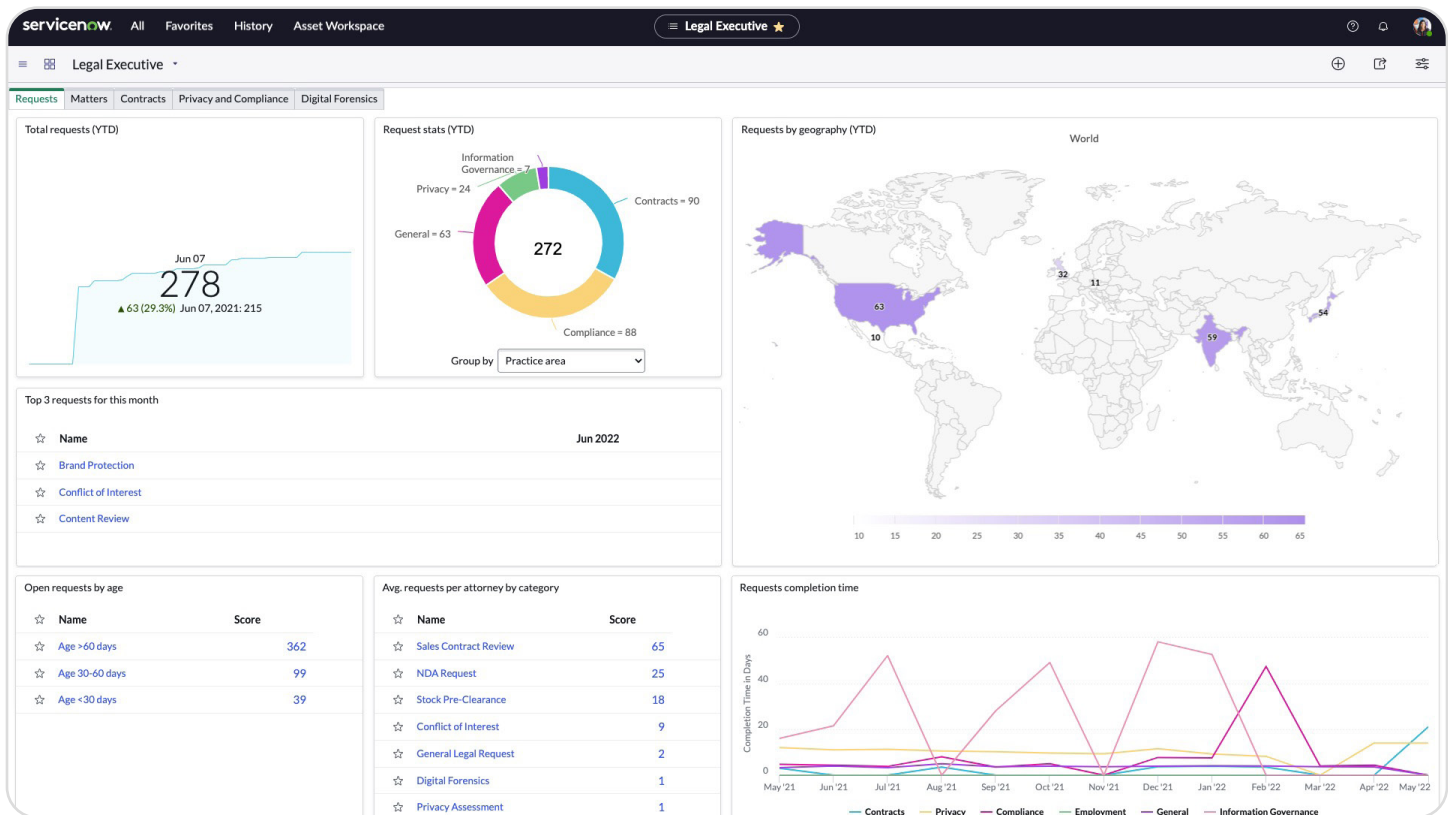

- Increase practitioner productivity by replacing email tasks with automated workflows, enabling concurrent work on multiple requests and legal matters.

- Simplify getting help by using a self-service portal for legal services requests and automated responses for common legal questions.

- Make data-driven decisions to answer questions on the spot, anticipate demand, and drive continuous improvement with real-time reporting and dashboards.

- Configure and deploy legal services fast with out-of-the-box workflows for practice areas.

Make Your Ruling

ServiceNow® App Engine

Build low-code apps quickly, with more creators and less complexity. Safely scale cross-enterprise experiences that users love—on a single platform.
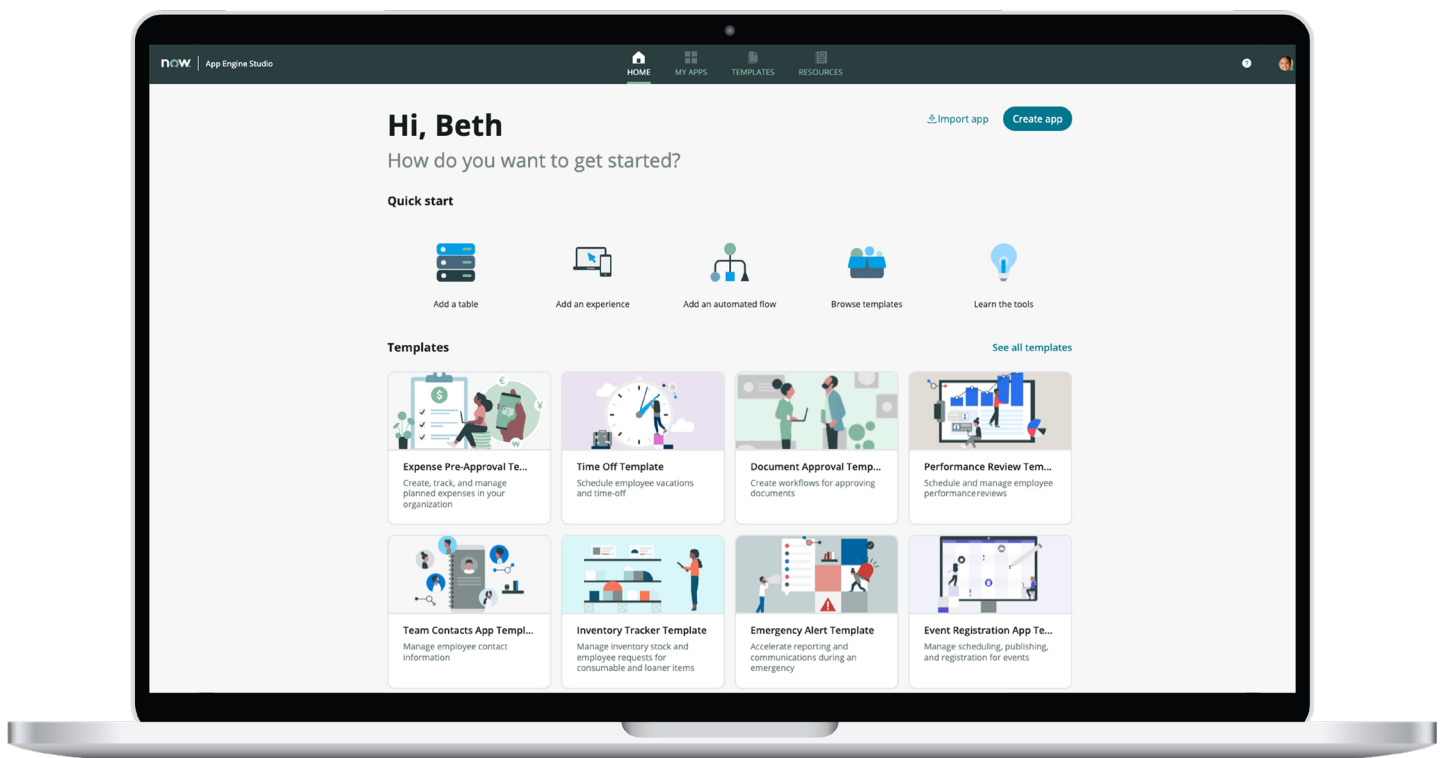

- Bring creator workflow apps to production quickly for mission-critical tasks. Design with best-practice guidance and templates. All within a holistic, low-code development experience.

- Empower business and IT to collaborate, manage, and govern low-code app development. Set development guardrails, apply standards, and check for compliance, all in one place.

- Automate processes fast and show value quickly with native integration and low code. Scale all your workflows, from simple to complex, with consistency across the enterprise.

Build Apps Fast

ServiceNow® Automation Engine

Unify your approach to hyperautomation with a complete set of capabilities plus insights and oversight, all on a single platform. Automate and connect anything to ServiceNow.
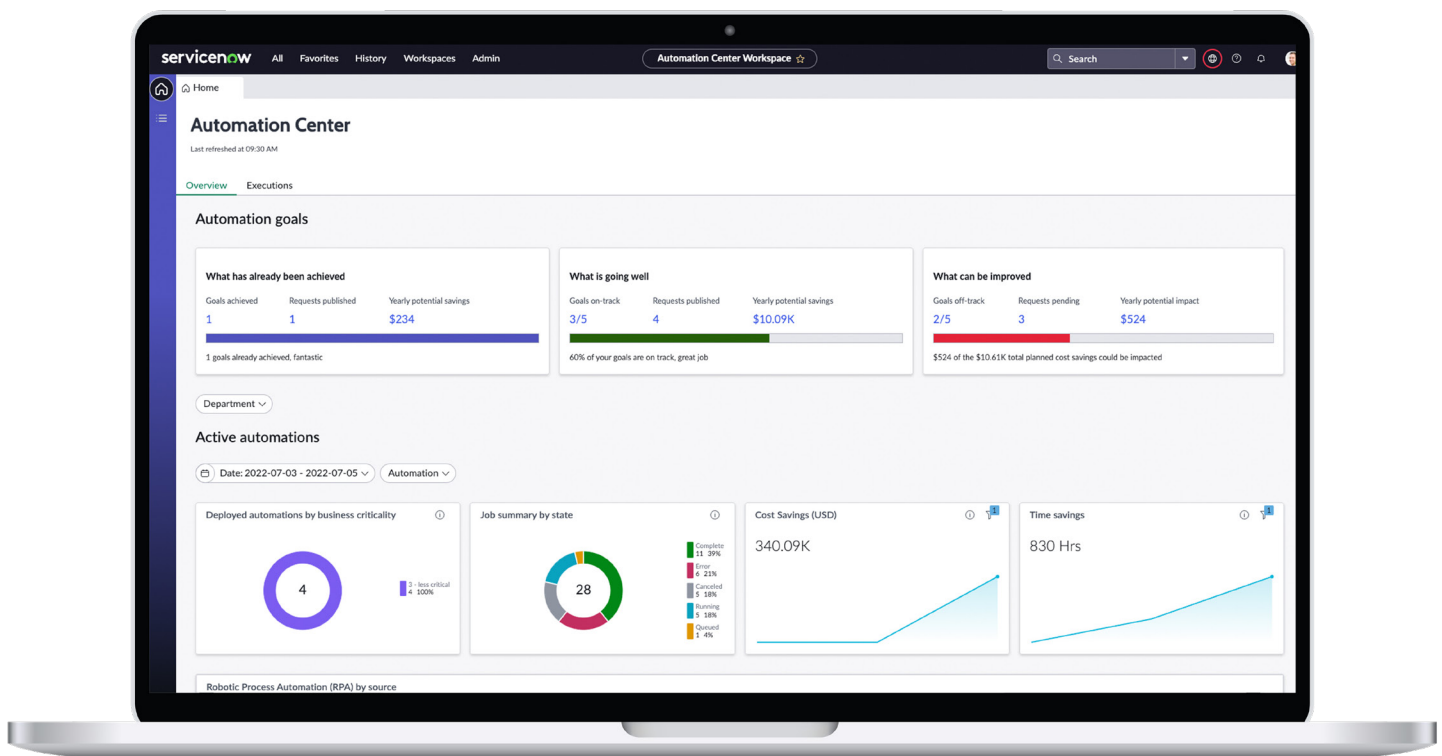
- Bridge ServiceNow workflows to hundreds of third-party systems, right out of the box. Quickly build automations with no coding required.

- Simplify your approach to hyperautomation across the enterprise by keeping integration, RPA, intelligent document processing, and unified insights all on a single platform.

- Solve everyday challenges instantly with out-of-the-box solutions to common ServiceNow automation patterns using the same platform.

- Get rid of routine, UI-centric tasks that lead to bottlenecks in workflows. Create efficiencies that free up time for business innovation.

Make Work Flow

45%

Employees who left a company due to burnout, of which more than a quarter noted poor flexibility. Don't lose people because of a bad employee experience.

More Products

Employee Center

Allow managers and employees to request services from anywhere with a unified portal, keeping everyone engaged, productive, and informed. **Get More Info**

Employee Journey Management

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

Now Mobile

Find answers and get things done across IT, HR, facilities, and other departments—all from a mobile app powered by the Now Platform. **Get More Info**
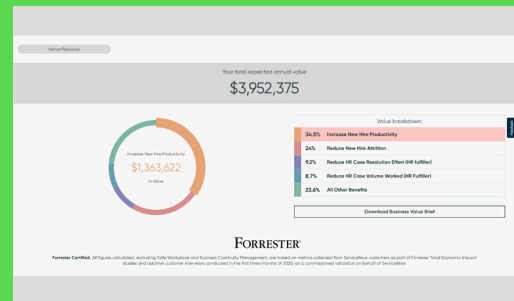
Virtual Agent

Make it easy for employees and customers to resolve issues fast and get what they need when they need it with an AI-powered conversational chatbot. **Get More Info**

Book of Knowledge: Employee Experience
To stay competitive, organizations must rethink their strategies for recruitment, engagement, and retention.

Get eBook

HR Value Calculator
See how your organization can save by using ServiceNow with this Forrester-certified tool.

Let's Calculate

The new world of digital workplace services
The shift in workplace and employee needs has encouraged departments across the enterprise to find new ways to digitize processes, manage employee safety, and unify experiences.

Read Now

About ServiceNow
ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004, our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit **www.servicenow.com**.