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Software as savings

The HR leader's guide to unleashing AI-powered efficiency in tough times

Spend less or grow more? YES.

With no clear path forward through today's uncertain economic environment, leaders must optimize costs where they can—without stagnating growth.

CHROs and HR leaders want to create efficiency, reduce costs in the labor market, and drive growth to deliver exceptional employee experiences. It's critical to fulfill all of these priorities in the face of today's challenging macroeconomic climate.

Fortunately, there are three ways to say **YES** to reducing costs and driving growth at the same time.

1. STANDARDIZATION

This approach aims to enable organizations to operate with more consistency, simplicity, and speed, limiting the variables that drive cost. **Through standardization, you can:**

- Unleash generative AI to streamline business operations
- Enable economies of scale
- Create more predictable outcomes

2. CONSOLIDATION

This approach minimizes redundancy, so you can reduce operational overhead and refocus costs for higher returns. **With consolidation, your business can:**

- Cut waste and reduce tech sprawl
- Optimize capital and/or resources
- Realize faster time to value thanks to GenAI

3. AUTOMATION

This approach is all about leveraging digital workflows to transact more business with fewer resources.
Automation can:

- Reduce total labor costs
- Improve capacity to innovate by leveraging GenAI
- Accelerate innovation by eliminating manual, repetitive processes

You can focus on one of these approaches or a combination of all three. But make sure you choose a platform with the capability to make them all possible.

Read on to learn how ServiceNow can help drive cost reductions and efficiency through our GenAI-powered employee experience platform.

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Say **YES** to cost reduction and streamlined HR operations
Start with a single portal, supported by conversational interfaces and channels of choice.

CONSOLIDATION

Say **YES** to cost reduction and faster time to value
Unlock GenAI across HR, IT, facilities, and legal with unmatched speed and productivity.

AUTOMATION

Say **YES** to cost reduction and GenAI driven innovation
Expect reduced shared services costs, as well as an improved employee satisfaction rating.

Reduce shared services costs

Every minute an employee spends searching for the right portal to find information, or a channel to make a request, takes time away from where they can add the most value. It's not only a waste for them, but also for the service agents who must deal with common questions that can be deflected through self-service. A shared services organization starts with a single face, supported by conversational interfaces and channels of choice.

- **End the hunt:** Provide your workers with a unified way to access multiple departments through their channel of choice. These actionable content experiences, powered by strong system integration, help employees get what they need a lot faster.

- **An AI-empowered workforce:** With the right information accessible in the right places, your employees can start answering their own questions through self-service. Even complex tasks and topics requiring IT, HR, legal, facilities, and procurement will have case deflections when using more search, knowledge content, and GenAI capabilities.

- **Slash the sprawl:** Specialized systems may have short-term benefits for a department but are a headache for organizations looking for unified experiences. Aggressively reduce the number of systems that need to be maintained, and leverage content governance to ensure self-service information is current and effective.

When this is done properly, you should see significant savings by eliminating superfluous channels, both in infrastructure support, and a reduction of costs per interaction.

zoom

Zoom standardizes employee services

Zoom transformed its employee experience by creating a single, standardized employee service and support portal: AskZoomPX. The company also standardized the way employees access IT service support by providing a single location to find information and resolve IT queries. With ServiceNow Customer Service Management, Zoom is reducing its case volume—and also creating a better experience for customers. **Read Full Story**

> **"**
>
> Our close partnership with ServiceNow is based on shared values and a shared commitment to achieve our primary goal of connecting people around the world."

Awinash Sinha
Corporate CIO, Zoom

75%
reduction in application access requests

30%
of key processes now automated

2,000
HR tickets handled per month

Increase HR efficiency with GenAI

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 interesting.

- **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 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, and others may have unique perspectives based on the stage of their career. Utilize GenAI to tailor information, recommend content, and offer an experience based on what you know they find 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 both misinformation and frustration.

When this is done effectively, 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, improved employee self-service, and a decrease in HR service labor spend.

Ryder connects its workforce on a unified employee portal

Logistics and transportation leader Ryder relied on antiquated systems that made HR service delivery challenging because accessing data, executing basic transactions, and optimizing processes were difficult and time-consuming. Using ServiceNow products including HR Service Delivery, the company created MyRyder, its first employee services portal. **Read Full Story**

"

Three years into using HRSD, we can definitely attest that it makes processes easier and more organized."

Galyna Kruglov
Group Director of Employee Services Operations, Ryder

80%
increase in HR agent efficiency

91%
increase in access to knowledge content

10%
more cases received in H1 2022 compared to H2 2022

Reduce GBS operating costs with GenAI and automation

Automation is a powerful tool in service delivery, and most enterprises aren't fully taking advantage of it. The need for cross-departmental coordination can be a huge drain on productivity, particularly with complex use cases, and sometimes causes cases to stall out. Use GenAI to retain the value of your legacy systems, eliminate manual steps, and increase collaboration between departments.

- **Common platform:** An employee doesn't care about department silos. Automate common tasks such as onboarding, procure to pay, and legal processes to seamlessly orchestrate across teams.

- **Better collaboration:** Unleash GenAI to allow agents across services teams to have ownership of different segments within a workflow so that they can resolve issues within their area of expertise.

- **Empowered teams:** Give your people designer tools to create low-code apps to tackle smaller business requirements, support process flows, and drive agility.

When this is done effectively, you can expect reduced shared services costs, as well as an improved employee satisfaction rating.

SIEMENS

Siemens GBS leverages AI to save employee time

To make good on its long-term strategy to become a technology-led organization, Siemens turned to ServiceNow for a platform that leveraged AI and automation to enable a simplified, digitized experience with a single point of contact for GBS. The company is now able to standardize processes, ensure consistent data, establish common KPIs, and automate high-volume and repetitive procedures—enhancing employee experience, accelerating response times, and reducing errors. **Read Full Story**

"

It's all about impact. ServiceNow is more than just providing a robot; it's solving a real business challenge."

Matthias Egelhaaf
Chief Information Officer and Chief Digitalization Officer for Global Business Services, Siemens AG

1M
hours automated with multiple technologies

15,000
tickets per month resolved automatically

87%
employee satisfaction rate

Everything you say no to today can hold your business back tomorrow. But it doesn't have to be that way. With ServiceNow, you don't have to choose between reducing costs and investing in your workforce. Our GenAI-powered, unified platform for digital business gives you the flexibility to make decisions that don't put the needs of your organization and your employees at odds.

Save **OR** grow?
Elevate experiences **AND** lower expenses?
Empower employees **OR** automate work?

ServiceNow helps you say **YES.**

For a deeper exploration of ServiceNow solutions, **we recommend the following content:**

Business value of ServiceNow HR Service Delivery

Make it easier for employees to get what they need, when they need it. This ebook tells how to streamline and optimize shared services for a seamless employee experience on the ServiceNow platform.
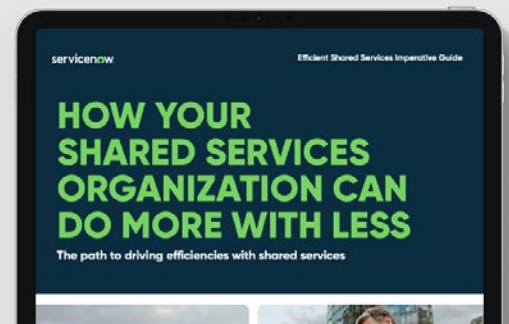
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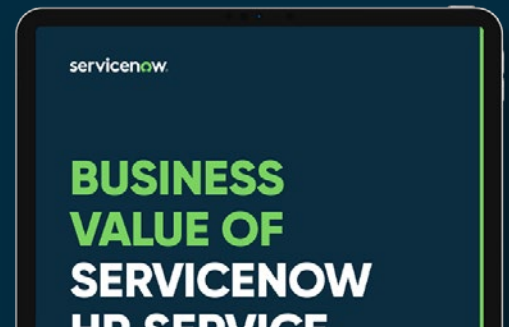
How your shared services organization can do more with less

Improve visibility across shared services. This guide shows four ways to take services delivery to the next level by condensing multiple channels into a single, highly automated, efficient portal.

Read Guide

About 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.