



THE BOOK OF KNOWLEDGE

Employee Experience



Unifying experiences across the enterprise for your people and places



Read practical insights from...





Build a better future with AI

When I think of the state of the world today, it's evident that companies need to be able to adapt on the fly. Technology is accelerating at a rate we've never seen before, and it's clear the only way forward is digital transformation.

Post-pandemic life has shown organizations that speed is often the difference between winning and losing. Shifts in business models are happening in a matter of weeks or months, instead of years, causing a digital skills shortage in the workplace. AI is vital now more than ever to automate the way work gets done, so we can use our skills and talents where they matter most.

The promise of the real-time business was so elusive for so long. And now, that dream is a reality. That's why ServiceNow has been an enduring platform for a fast-changing world.

How about we build a future that's better, together?

Throughout this book, you'll see stories from companies that took complex situations and reimagined how the work was done with workflows. While the problems are all different, organizations were all able to embrace change and forge on with their own digital transformation, and, with the help of ServiceNow, unlocked revolutionary results.

- Bill McDermott, ServiceNow CEO

The Great Resignation has changed the game. To stay competitive, organizations have to rethink their strategies for recruitment, engagement, and retention.



Employee experience: Unifying experiences across the enterprise for your people and places

Keeping employees engaged, productive, and connected has never been more important—or more difficult. But when companies get it right, it's a lot easier to find and keep talent. That's why most HR leaders are making great employee experiences a top priority.

A new world of changing expectations

Today's employees expect consistent communications, service, and support wherever work is happening. They want more access to self-service through digital channels. And they're looking for flexible working experiences because hybrid workplaces are here to stay. It's critically important to help a hybrid workforce connect to their organization in this new world of work. It's on employers to make it easier for employees to get answers, to make requests, and to get broken things fixed so they can do their jobs.

Turning a vision for better engagement into reality

Good intentions aren't enough. You also need the right tools. For Amedeo Guarraci, Vice President of Operations at PepsiCo, technology is vital to creating new possibilities: "The ServiceNow enterprise technology is enabling us to think about a vision that's much more holistic in terms of employee experience. We want PepsiCo employees to think about what the world could be like, thanks to tools like ServiceNow—in a single holistic platform to transact, to access knowledge, and to access expertise."

The Great Resignation has changed the game. To stay competitive, organizations have to rethink their strategies for recruitment, engagement, and retention. Reimagining the total employee experience is a great way to start.

USE CASE:

People

Employees want to connect with the company they work for, on top of a great salary and benefits. Today, employee satisfaction comes when employees feel valued by their company—when they feel respected for the effort they put in every day. That’s why delivering great employee experiences matters as much as the product you sell or the service you provide. It sends the message to employees that you respect their talent, their creativity, and their hard work—and you show that respect by making the employee experience as smooth and seamless as possible. You don’t want to make navigating the workplace a job in and of itself. You want to make it easier to be productive and innovative.

Ready to see how ServiceNow customers deliver the experiences that help their employees be at their best? Let’s take a look.

Want to learn more about supporting your people with ServiceNow® HR Service Delivery? Check out this short [video](#).



See how Expedia gives its people a great experience

Expedia Group orchestrates the movement of people and the delivery of travel experiences on a local and global basis. Making good on that mission means giving employees streamlined access to the tools and support they need. But it's not always easy—especially from the employee's point of view. Houston Chatham-Wright, Principal Technical Product Manager, says that "We started with four separate ways to find information from facilities, IT, and HR. As you look across the different systems that we have, we put that burden on the employee to know where to go to find information. And that's not always clear."

That's where the ServiceNow® Employee Center portal, askEG, comes in. "We came up with this vision of one unified portal in one unified platform where an employee can go and search for information, ask their question, and engage support throughout their journey," says Houston. And ServiceNow solutions like Virtual Agent, Employee Center Pro, and Agent Workspace help make that vision a reality.

In most enterprises, IT, facilities, and HR operate differently. But from Expedia Group's perspective, those differences shouldn't complicate the employee experience. Houston describes it this way: "We really came together to find that middle ground and say, 'Hey, we might still operate separately in the background, but the UI that we're presenting to the employee needs to be unified.'"

And Michelle Nelson, Principal Product Manager, describes how the innovation doesn't stop with a more intuitive, simplified portal: "Recently we upgraded to the HR Enterprise module and the ServiceNow® ITSM Pro module. And that gives us the ability to have team-agnostic, very simplified workflows that will integrate across our other platforms like Atlassian and Workday."



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Houston Chatham-Wright
Principal Technical Product Manager, Expedia Group





In **80%** of cases,

IKEA employees can find what they're looking for immediately, thanks to a new employee experience powered by ServiceNow.

Inter IKEA Group brings people and places together with unified, digital experiences

IKEA is a global brand with a worldwide footprint. Walk into any IKEA store anywhere in the world, and it will feel a lot like the store in your hometown. But Emil Lundvall, Solution Owner at Inter IKEA, also knows that the HR experience is highly local—shaped by where employees live and work. It was his job to empower local HR teams and improve employees' digital experience. That meant integrating data from the existing HR system to a new ServiceNow environment that made personalized and localized information easier to find.

With an agile, accelerated game plan in place, Emil and his team gathered requirements from stakeholders, integrated data from the HR system of record into ServiceNow, and developed proofs-of-concept they could quickly release into production. The new solution, dubbed My Support, gives employees a simpler, more straightforward way to access the information they need. It functions as a "global knowledge space" with tailored results based on the user's location. When information changes in the system of record, those changes are automatically available through ServiceNow and My Support.

Ultimately, users get a single, consumer-like experience, regardless of where the source information resides. If users still have questions or unresolved issues, the system points them to the "record producer" responsible for the information and automatically routes the case to the right group. But in 80% of cases, users self-serve and find what they're looking for while system analytics provide Emil and his team the insight to continue refining the experience—and expanding beyond HR use cases.

Paramount transforms its people with a 'Workforce of One' vision

In December 2019, Viacom and CBS reunited under parent company Paramount. The change signaled a new era and a new focus on premium content, with a special emphasis on the streaming service, Paramount Plus. The change came with big challenges, including uniting employees with a single internal digital platform.

"We knew this wouldn't be easy," says Stuart Winchester, Vice President of Portal Experience at Paramount. "Our company has more than 20,000 employees spread across 39 countries. We had a patchwork of more than a dozen legacy intranets and we're in the midst of enormous internal change."

The wish list for the new platform included a highly personalized experience, an easy-to-use content management system, a coherent look-and-feel, and a consumer-grade experience. Expectations were high, but as Stuart relates, "Once we defined what we had to achieve, we had to identify the technology platform that could do it. That platform was ServiceNow."

They named their experience platform "Murray," after the company's late founder Sumner Murray Redstone. Murray delivers a global experience that unites Paramount's people wherever they work and live. But on closer inspection, you'll also find that Murray is smart and personalized. According to Ken Kuhl, VP of Client Services at Logical Design Solutions, "Murray knows important attributes about our people, and that enables it to show only news and resources that are relevant. Things like where you work, which resources make sense for someone in your position or role, what special needs you have, such as being a new hire. We specifically selected ServiceNow for its powerful targeting capability to enable all of these."

When you're in the business of delivering great experiences to customers, you have to practice what you preach. That's exactly what Paramount is doing with Murray and the help of ServiceNow.

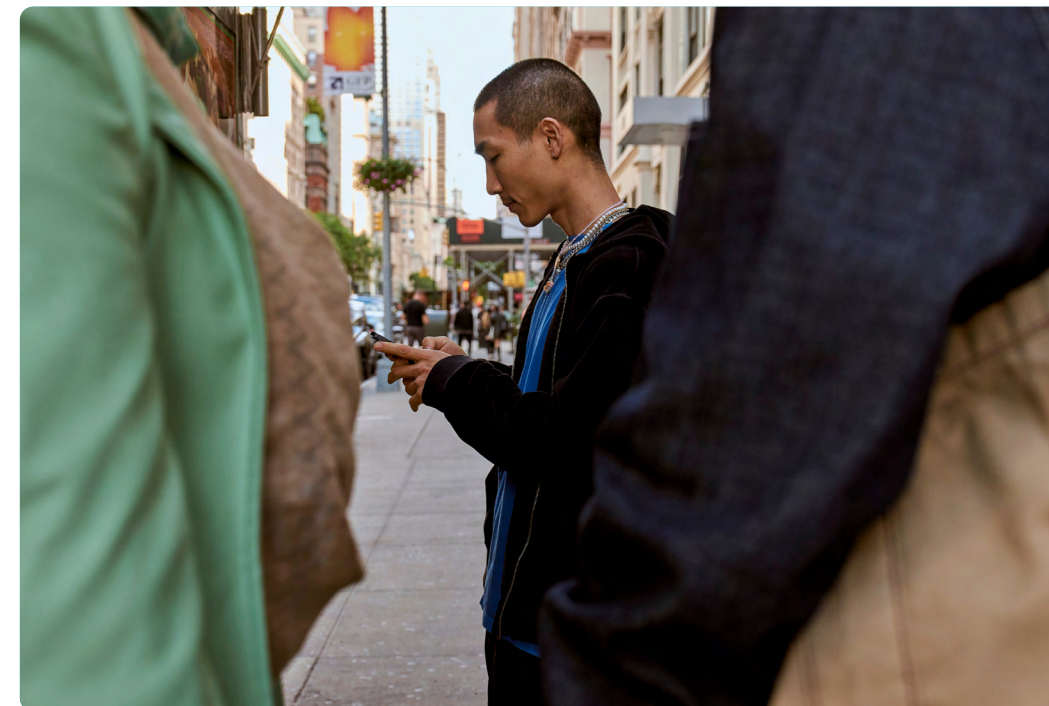


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Stuart Winchester

Vice President of Portal Experience, Paramount



USE CASE:

Places

Employees thrive when they can easily access the tools and information to collaborate and innovate, whether they work remotely, on-site, or a mix of both. Organizations that want to drive employee productivity in this age of hybrid work must rethink the employee experience and reinvent workplace services for a new way of working—one that's constantly evolving. We need to bring people and places safely together by using digital tools to reserve and re-define workspaces, support visitor processes, and deliver a safe and efficient workplace.

Keep reading for a look at how ServiceNow customers have turned their vision for a 21st century workplace into reality.

Want to learn more about ServiceNow® Workplace Service Delivery?
Check out this short [video](#).



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Fiona Anklesaria
Senior Manager, Accenture

Transforming the future workplace at Accenture

Accenture is one of the top ServiceNow implementers worldwide. So it makes sense that when they embarked on their own workplace transformation, ServiceNow Workplace Service Delivery was in the running for the platform of choice. With more than 700,000 employees working across 50 geographies and serving over 7,000 clients across the globe, Accenture had reached the limit of what its legacy solution for reservation, space planning, and capacity management could do. Not to mention that extensive localization resulted in highly inconsistent experiences for users.

The company knew it would continue to grow, so it wanted a platform that would grow with them. That’s what made ServiceNow the perfect fit. Fiona Anklesaria, Senior Manager at Accenture, explains that “A lot of the foundation that we need as part of this workplace journey was already sitting there in ServiceNow. We like to utilize ServiceNow as that service aggregator and integrator. Not just across the different platforms that we have, but across the different business areas.”

The team wanted to make the workplace experience as seamless as possible as employees returned to the office, post-pandemic. They also wanted clear insights to help plan for future space and capacity management needs as well as a seamless visitor management process for clients coming into the office. And they wanted to capitalize on capabilities for mobile, AI, and advanced analytics. With ServiceNow, Accenture has the solution that works for today’s needs and tomorrow’s possibilities. As Fiona puts it: “We know that ServiceNow is going to grow alongside us and help us solve challenges as they arise.” And that’s exactly what you want when you’re creating the workplace of the future.



CANCOM

150 hours saved per week

CANCOM keeps its employees safe with a more efficient Covid vaccination tracking and testing process powered by ServiceNow.

CANCOM efficiently makes sure their place of work is safe

CANCOM is one of the leading hybrid IT service providers in Central Europe's DACH region, with more than 4,000 employees at roughly 60 locations in Germany, Europe, and the U.S. They know what it means to be agile and flexible, because that's exactly what they help their clients achieve. But as the entire world experienced, agility and flexibility took on a whole new meaning during the pandemic. Not only did companies have to reinvent the way they engaged with customers—they also had to create ways to protect their workforce. And they had to do it fast.

For CANCOM's Siegmund Brohl and Jan-Thoren Thelen, the only way to record and monitor the vaccination and test status of 4,000 employees at the pace needed was with ServiceNow. Initially, the company relied on an interim, spreadsheet-based approach that required employees to update their managers, managers to record and report daily submissions, and a team to check results and create management reports. With the Safe Workplace Suite, the CANCOM team was able to create a more streamlined, digital approach that cut approximately 150 hours per week from the process.

Just as impressive, it took only 12 days to get the solution up and running. "Most of this is all out of the box," says Jan-Thoren. "That's the only way we could really implement it this fast." But speed didn't come at the cost of scale. CANCOM was able to monitor more than 9,500 vaccinations and 76,000 test records. And that's not even counting the peace of mind the company's employees had knowing that CANCOM was doing everything it could to maintain a healthy working environment for on-site employees.



USE CASE:

Global Business Services

Expectations for your business have never been higher. You need to be agile, innovative, and disciplined all at the same time. And to do that, you need to make sure your employees have the services they need to do their jobs. Provide standardized, seamless, and quality services no matter where or how employees choose to work. If you're like other leading enterprises, your organization is embracing global business services (GBS) to drive service delivery efficiencies. You know that each line of business may have different priorities, but they also have a single goal: making your business successful.

Here's how ServiceNow customers are breaking down the barriers to deliver seamless service to their employees.

Want to learn more about ServiceNow® Global Business Services at ServiceNow? Check out this short [video](#).



Takeda delivers great business services with ServiceNow

Takeda Pharmaceuticals is a global biopharma leader, with roughly 50,000 employees in 70 countries. The company has a mission to make sure that its people feel confident and supported every day. And to help them fulfill that mission, they’ve developed a large global business services organization that delivers procurement, finance, and HR shared services to their distributed workforce.

The company has grown significantly through acquisitions recently, and their focus is to deliver exceptional experiences to employees across all functional areas. As Rob Pretty, Head of People Solutions at Takeda, describes it, “We’re a very fast-moving organization. So we’ve had to really support the business growth at pace. We’ve created a whole organization whose meaning and being is around creating great PX—great people experiences.” As in many organizations, that means breaking down functional silos that create inconsistency and confusion and delivering experiences that span enterprise services. As Pretty puts it, “The value in that is making sure that employees don’t see those siloes even if the underlying systems are focused on their functional areas.”

With the Now Platform®, Takeda is moving away from traditional case management in areas such as HR in favor of guided experiences—where processes driven by ServiceNow are based on the outcomes that managers and employees recognize. For example, the approach has delivered a streamlined and consistent employee onboarding experience across the company’s global footprint.

But the innovation doesn’t stop there. Pretty relates that “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.”



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Rob Pretty
Head of People Solutions, Takeda





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It's continuous improvement at its finest. We know that we have enhancement requests coming in and that there's new functionality that we'll want to evaluate. We just want to keep continuing down this path of delivering a better employee experience.”

Nicole Sloane

Employee Experience Leader, Kimberly-Clark

Enabling global shared services at Kimberly-Clark

Kimberly-Clark and its trusted personal products are an indispensable part of life for people in 175 countries. The company celebrates its 150th anniversary in 2022—and one of the reasons for its ongoing success is its commitment to caring for its employees. But with more than 46,000 employees in over 80 countries, delivering a consistent experience that helps employees stay focused on what matters is a challenge.

Traditionally, Kimberly-Clark relied on a decentralized employee support model that varied region by region. Instead, the company wanted a new, simplified, and standardized self-service model that delivered the same simplicity that employees had come to expect as digital consumers. The company had used ServiceNow for IT services and saw the opportunity to expand the same approach to HR.

“One of the things about the HR space is employees don't need that every single day,” says Nicole Sloane, Employee Experience Leader at Kimberly-Clark. “So when they have a need, you want them to be able to access solutions quickly and efficiently and get what they need to get back to work.” In 2020, the company went live with HR Service Delivery, helping employees connect with the support they need, when they need it, regardless of location.

And the same commitment to innovation that fueled the company's success isn't in danger of stopping. “It's continuous improvement at its finest,” says Nicole. “We know that we have enhancement requests coming in and that there's new functionality that we'll want to evaluate. We just want to keep continuing down this path of delivering a better employee experience.”

Unifying experiences across the enterprise for your people and places

Ebook: Unifying experiences for people and places →

Employee Experience web page →

Global Business Services web page →

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. 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.

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