HOW YOUR SHARED SERVICES ORGANIZATION CAN DO MORE WITH LESS

The path to driving efficiencies with shared services

Productive shared services need a strong 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 the experiences of your employees. So, we've built a modern platform that allows you to do more with less and improves visibility across all your shared services.

The Now Platform® can take multiple channels and condense them into a single, highly automated, efficient portal. Then, once that is in place, we offer the low-code design tools your employees can use to take services delivery to the next level.

Together, we can deliver productive experiences built for every employee and create a shared services team that is informed and enabled.

OTHER IMPERATIVE GUIDE

Focusing on a modern employee experience is another path to productivity.

Learn more in this guide.

servicenow   Productive Employee Experiences Imperative Guide

HOW TO HAVE PRODUCTIVE EXPERIENCES FOR YOUR EMPLOYEES

The path to delivering productive employee experiences and supporting new ways of working

Why better, productive experiences matter

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 shared services. As one of the major touchpoints between an organization and its workforce, many service teams are often saddled with limited visibility across service operations. Employees are also confused, forced to navigate multiple portals with limited self-service options.

The goal should be to make it easier for all employees to get what they need, when they need it, and by delivering exceptional employee experiences. 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 drive shared services efficiencies and cut costs. To replicate that success, you first have to ask some serious questions about your company:

- Is having multiple department channels for requests beneficial to your organization?

- How much time is added to employee requests because your services teams are all working in silos?

- Do your cases turn into emails when other departments need to get involved?

- When performance starts slipping, do you have the information you need to hold the right people accountable?

ServiceNow has helped many organizations improve their shared services and keep the engine running. Even in tough times, innovating through uncertainty is important.

40%
reduction in annual case volume

30%
improvement in case resolution productivity

30%
improvement in case triage and escalation productivity

Source: Forrester Total Economic Impact of ServiceNow, 2020

Focus Area

Consolidate employee interaction channels

Is having multiple department channels for requests beneficial to your organization (or do you just enjoy wasting time and money)?

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

Path to productivity:

- **End the hunt:** Provide your workforce 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.

- **Build a smart 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 the use of chat.

- **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 clear.

If done well, you should see significant savings by eliminating superfluous channels, both in infrastructure support costs and a reduction of costs per interaction. **See this in action**.

REAL-WORLD EXAMPLE

Palo Alto Networks transforms legal operations

Palo Alto Networks wanted to reduce the number of legal resources being consumed by tool configuration and updates. With ServiceNow, the company simplified its legal catalog by centralizing all documents in a single location, with automated processes so employees could access information.

"

I'm incredibly passionate about leveraging ServiceNow as a platform product and being able to incorporate all of our business processes."

Nicole Tate, Director, Experience Management, Palo Alto Networks

<12

weeks to consolidate existing legal tools and launch new solution

1

tool and one system of record to achieve transparency

1

portal for centralized legal documents

Focus Area

Optimize end-to-end process workflows

Do your cases turn into emails when other departments need to get involved?

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

Path to productivity:

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

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

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

If done well, the time for complex cases to close should dramatically decrease, which could lead to increased labor savings.

Focus Area

Gain operational visibility and analytical insights

When performance starts slipping, do you have the information you need to hold the right people accountable?

We all know data is helpful. But when those analytics need to be evaluated by leaders across your enterprise, quality and consistency is important. You want a platform that has accurate reporting, easy-to-use dashboards, and analytics on key operational metrics. With these tools, you can really understand end-to-end performance and the trends of your shared services organization.

Path to productivity:

- **Stop guessing:** Give your leaders a single place to view configurable dashboards to track the effectiveness of new initiatives across all your services teams, including IT, HR, legal, workplace, and procurement.

- **Be more strategic:** Uncover inefficiencies and drive service excellence with the help of real-time process performance and insights at your fingertips.

- **Stay on track:** Ensure greater regulatory compliance across all your departmental services teams with information that will allow you to track issues and make quick decisions.

If done well, you'll naturally see efficiency gains across departments that are embracing the feedback and, ultimately, more effective services delivery.

Focus Area

Drive enterprise services management

How much time is added to employee requests because your services teams are all working in silos?

An employee's experience when making a request should be simple and painless, regardless of a task's complexity or the team from which an employee needs help. The same could be said for your agents. They should be able to easily manage, transfer, and resolve cases and questions. By unifying services delivery across departments, services teams can share information quickly and hide the complexities of the process.

Path to productivity:

- **Set for success:** Each agent should have a dedicated, configurable agent workspace so they can quickly respond to employee inquiries and have access to case activity, attachments, and relevant fulfillment instructions.

- **Expand the options:** Boost efficiency by enabling agents to live chat, view attached articles, and review similar cases when dealing with an employee's request. Simple tools can close cases faster.

If done well, you should see the overall cost of services delivery drop while enterprise use rates soar. **See this in action**.

REAL-WORLD EXAMPLE

Bayer delivers a digital platform for transformation 2.0

Bayer AG wanted to evolve from a regional to a global shared services model. They worked with ServiceNow to establish a digital foundation that integrated all their systems, offered consumer-grade experiences to their employees, and saw greater operational savings thanks to the switch.

"

There is still a focus on efficiencies, specifically when we talk about corporate functions…But at the same time, the new thing that comes in is the experience piece."

Jan Toennissen, Head of Digital Technologies, Bayer AG

80%

of agents will work in shared services centers by 2023

$10M

projected annual savings

Let's deliver productive shared services

As you've seen, the path to productivity for your organization requires efficient shared services.

ServiceNow capabilities are unmatched in the market. After years of innovation and dozens of enhancement releases, the depth and breadth of our purpose-built workflows are powerful.

We help you uncover data, automate processes, and break down the walls between teams. All of this leads to world-class services delivery for your organization.

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

↓

ServiceNow® HR Service

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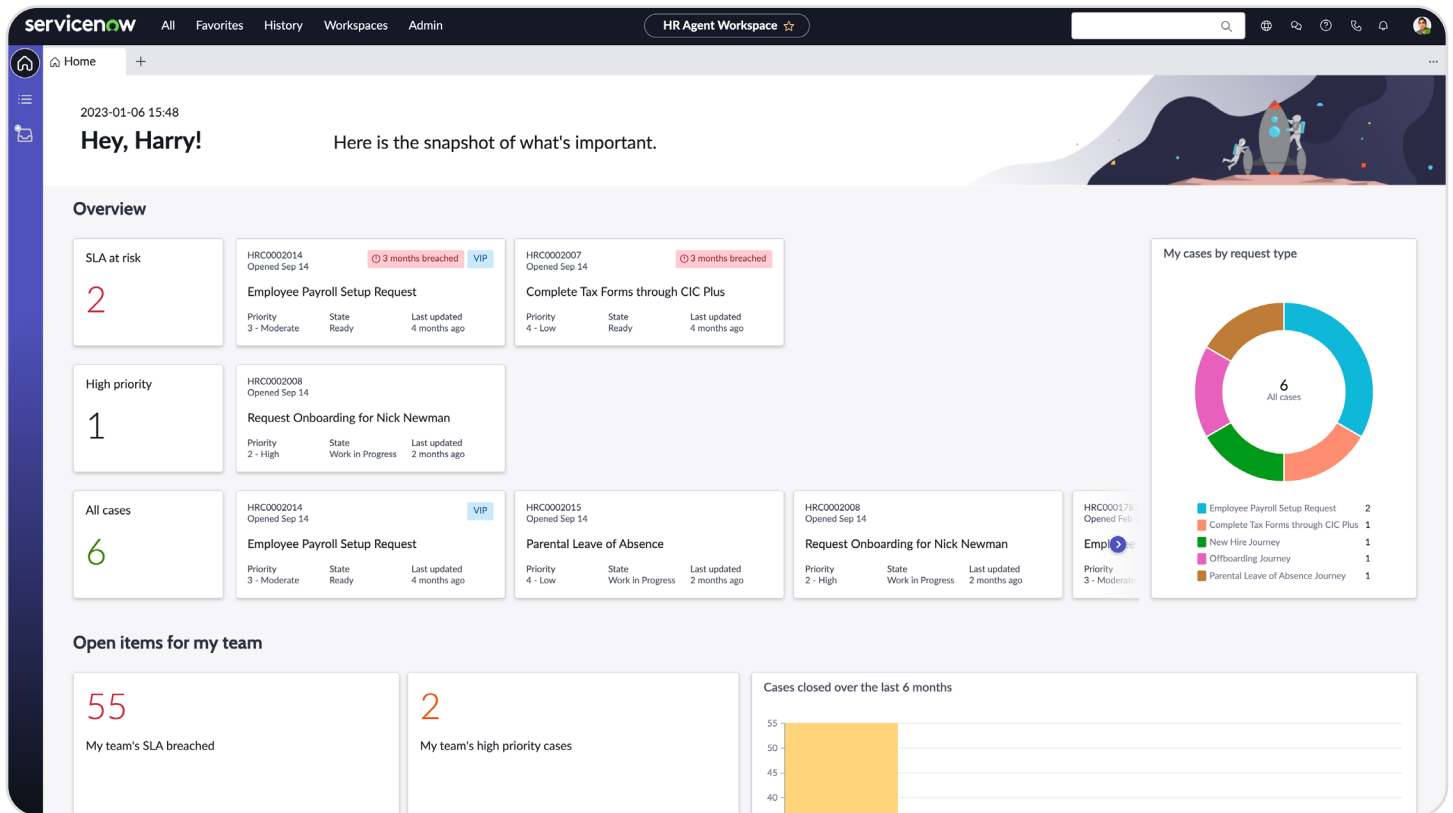

- Provide access to HR, IT, and workplace services that can be accessed from home, at work, or on the road.

- 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 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.
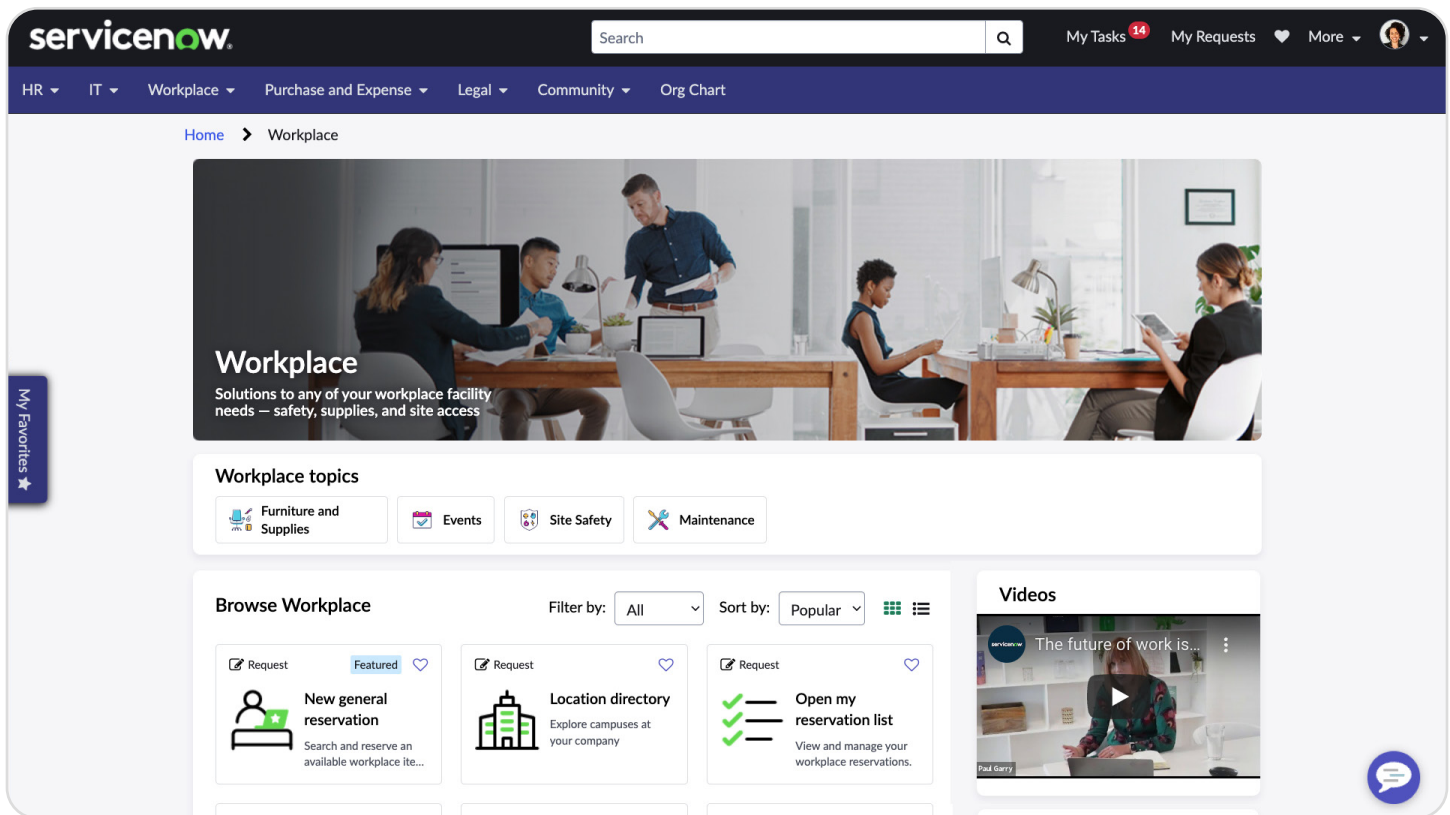

- Provide a safe workplace for each phase of your reopening by delivering the right digital experience, engaging with employees, and automating steps for the return.

- 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 that you can make faster decisions, increase productivity, and deliver legal services for your enterprise at the speed of business.
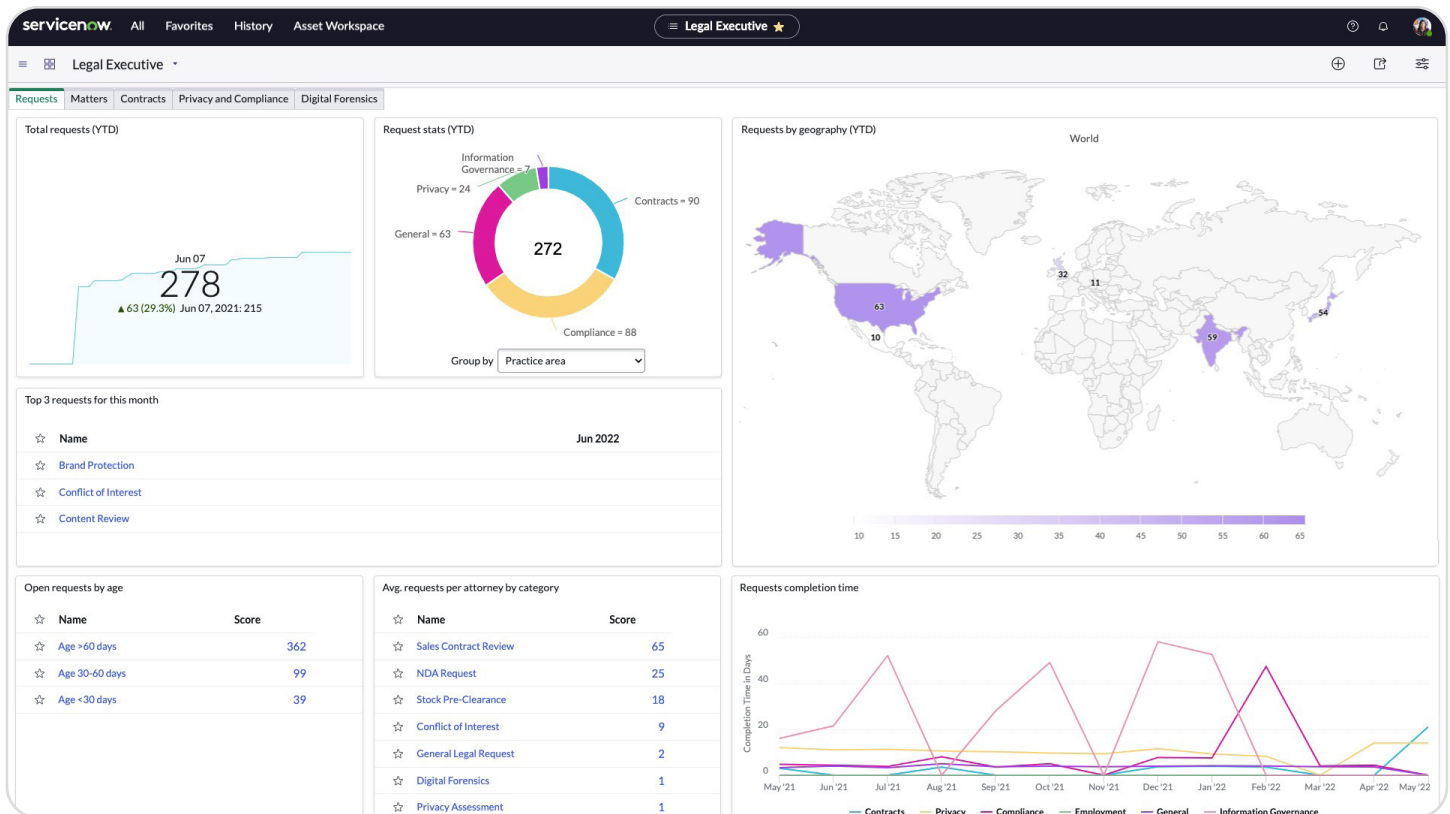

- Increase practitioner productivity by replacing email tasks with automated workflows, enabling concurrent work on multiple requests and legal matters.

- Make it easier to get help with a self-service portal for legal services requests and automated responses for common legal questions.

- Carry out 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.
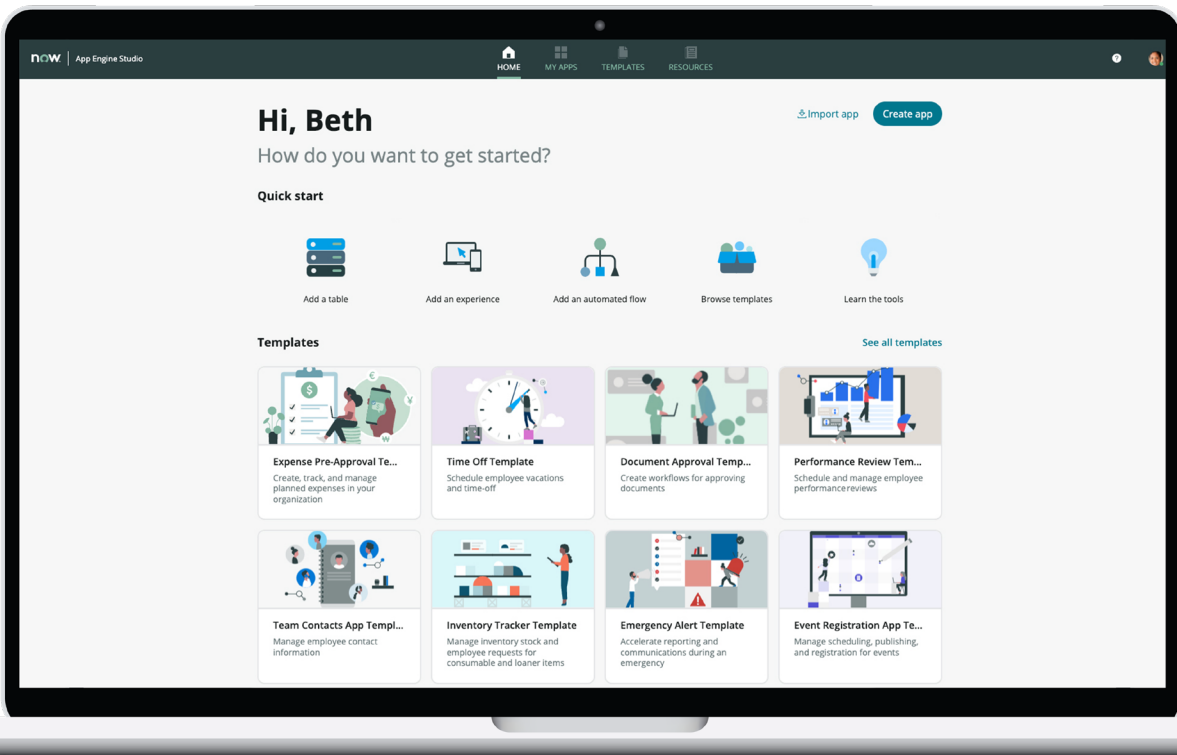

- Bring creator workflow apps to production quickly for mission-critical tasks. Design with best-practice guidance and templates. All within a holistic, low-code development experience.

- 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.
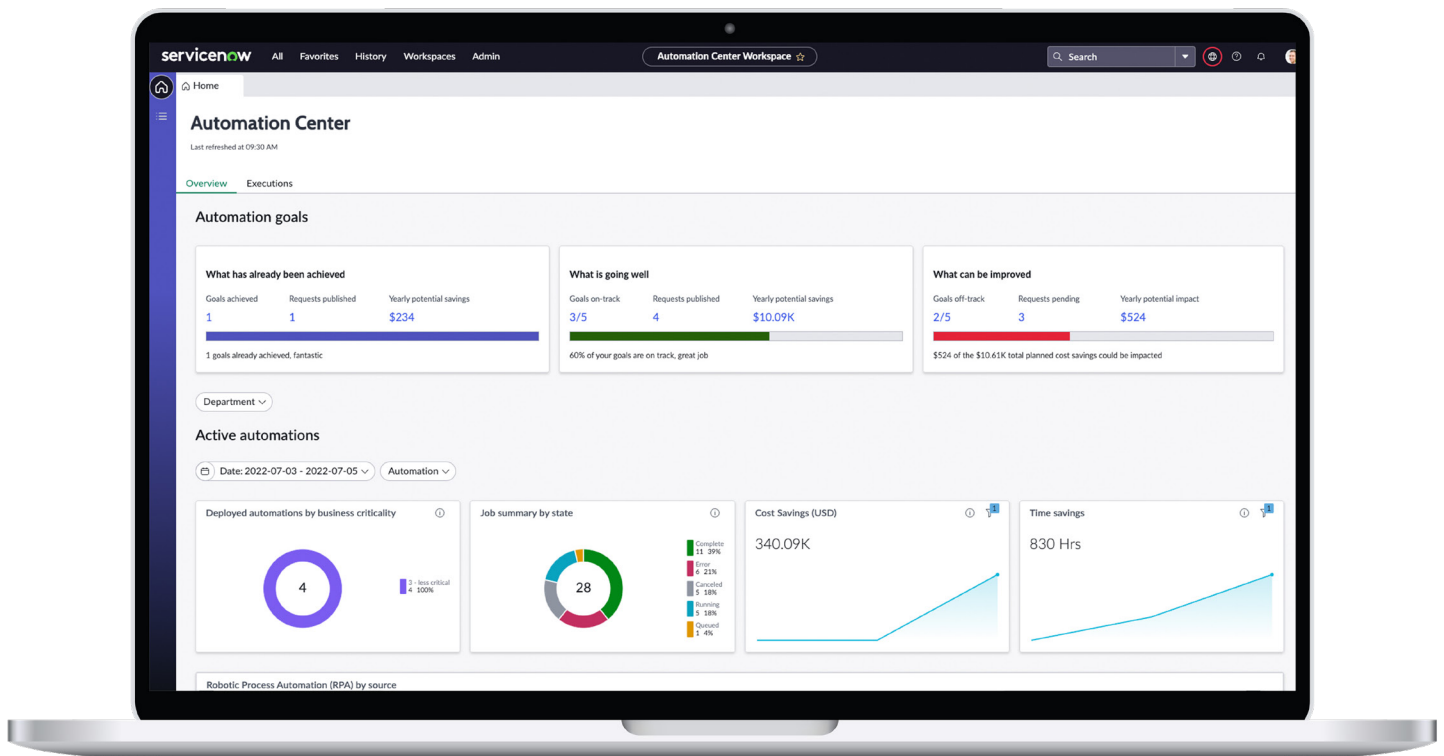
- Bridge ServiceNow workflows to hundreds of third-party systems, right out of the box. Quickly build automations with no coding required.

- 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

88%

Organizations that said harmonizing and optimizing services delivery is a top priority, according to a report from Deloitte/ServiceNow. Have you focused enough on your shared services?

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**

Global Business Services
See how your organization can drive efficiencies with global business services with ServiceNow.

Learn More

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

Get eBook

Accelerate impact. Accelerate success
Learn how ServiceNow helps customers enable Global Business Services to accelerate innovation.

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**.