

# ACCELERATING IMPACT: NONPROFITS + SERVICENOW

Enabling end-to-end digital transformation  
to solve the world's greatest challenges



# Nonprofits are tackling the world's most important challenges in an increasingly complex world

And digital transformation is not merely "a nice to have," but a "need to have" to effect change. The right technology can improve efficiency and effectiveness—and counter a dynamic operating environment to ensure resources are used where they are needed most.

ServiceNow.org is proud to present this comprehensive guide tailored exclusively for nonprofit organizations, with a commitment to enhancing your impact and effectiveness.

From our founding in 2004, ServiceNow had a very simple vision to be in the service of people. Our founder, Fred Luddy, built a cloud-based platform that would enable non-IT employees to route work effectively through the enterprise.

Fast forward 19 years, the creation of ServiceNow.org focused on bringing the transformational capacity of technology to nonprofit organizations—because we recognize the unique needs of the sector. This guide will serve as a roadmap to illuminate a path toward aligning organizational strategies with digital strategies to streamline work, improve operations and experiences, and better manage resources.

Our dedicated team has multiple decades of experience working for and with nonprofits, leading to a broad understanding of the nuanced nature of the nonprofit sector globally.

This guide outlines four key areas where ServiceNow.org provides keys to success in achieving the organizational goals of nonprofits through digital transformation.

- Strategic IT Management: Learn how you can effectively manage their IT services, ensuring seamless operations and leveraging technology to enhance overall efficiency.
- Exceptional Beneficiary Experience: Explore strategies to create a best-in-class experience for the beneficiaries you serve, fostering stronger connections and delivering greater impact.
- Empowering a Connected Workforce: Discover how you can enable and empower a fully connected workforce, fostering collaboration, communication, and efficiency among team members and volunteers.
- Supply & Asset Management: Gain insights to make informed decisions to ensure that investments in supplies and non-IT assets are utilized to their fullest potential, maximizing impact and minimizing waste.

Here's to driving greater impact, quickly and efficiently together! And when your business works, your mission works. We look forward to partnering with you.



*Vanessa C. Smith*

President, ServiceNow.org

# Driving impact with ServiceNow across the nonprofit sector

The Now Platform enables data to flow seamlessly across applications and existing systems

Meeting the people invested, supporting, and benefiting from your mission where they are.



Volunteer Portal



Emails



CTI/VR



Virtual Agent



Live Chat



Notifications



Web Services



Donor Portal



Messaging/Chat



Mobile App



Workspaces

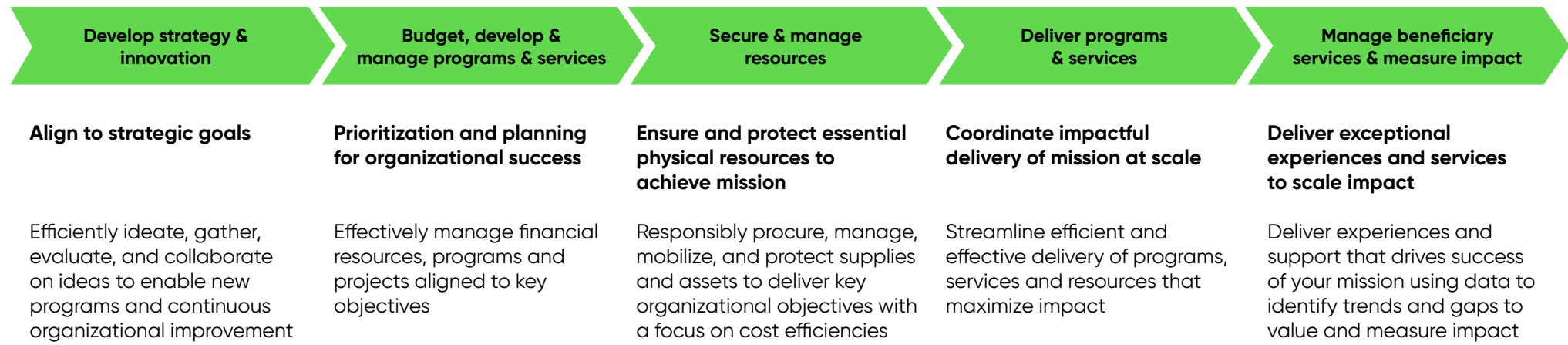


In Person



Commerce

# Aligning to critical imperatives



## Supported by back-office & shared services

### Modernize technology stack and streamline IT-spend

Efficiently ideate, gather, evaluate, and collaborate on ideas to enable new programs and continuous organizational improvement

### Empower connected workforce to outcomes and impact

Digitize employee, volunteer, and member journeys and automate shared services processes to accelerate transformational initiatives and time to value (Finance, Legal, etc.)



## IT Management

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## Supply & Asset Management

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# IT MANAGEMENT

# Common challenges in providing quality IT service delivery and mission services



Nonprofit organizations encounter distinctive challenges in service delivery that stem from resource constraints and the need to align technology initiatives with mission-driven priorities. Aligning IT services with the organization's overarching priorities proves challenging due to competing demands and the dynamic nature of nonprofit work. This misalignment can result in suboptimal resource allocation and missed opportunities for leveraging technology to advance your mission. Addressing these challenges requires tailored IT solutions that balance cost-effectiveness, hardware and software asset management, data visibility, strategic alignment, and stakeholder satisfaction within the unique context of nonprofit operations.

## High costs

The high cost of service delivery is often the result of multiple point tools, little or no automation, and time and money spent on "keeping the lights on" with few resources left to pursue innovation. IT services teams have multiple tools and systems of record resulting in high costs and poor experiences.

## No visibility to improve

Today's approach to reporting on historical data focuses on past results, not future potential. Often, teams have to spend time digging into the data to find opportunities for improvement instead of making actual improvements to current procedures.

## Poor service experiences

Multiple interfaces, poorly designed end-user support services, lack of visibility, manual processes, and uncoordinated responses continue to create poor experiences and waste time.

## Lack of asset visibility

Organizations can only track what they can see. Many struggle with a lack of visibility into their assets, leading to security risks.

# A look at the benefits

## Reduce costs by automating core processes for faster insights and resolutions

- ✓ Incident Management: Restore services faster, enable agents to minimize service disruptions and speed root cause resolutions on a single platform for IT
- ✓ Service Operations Workspace: Solve issues faster with a workspace built to facilitate resolutions. From a single view, get full context, analytics, and AI-assisted recommendations to resolve issues quickly.
- ✓ Virtual Agent: Automates common requests to provide better, anytime, anywhere access to self-service, deflect tickets from IT staff, and reduce call volumes.
- ✓ Predictive Intelligence: Built-in machine learning that routes incidents to the correct resolution team.
- ✓ Hardware and Software Asset Management: Plan, deploy, acquire, operate, maintain, and retire IT assets effectively while reducing risk to the organization.

## Improve productivity and processes

- ✓ Change Management: Simplify and automate complex change processes using built-in, platform-native AI and accelerate change at DevOps speed by automating approvals while maintaining control.
- ✓ Process Optimization: Creates business process flows from the data in audit trails for quick, in-depth analysis of business processes. Armed with complete visibility into process flows, organizations gain the ability to instantly monitor and analyze performance, find conformance issues, and continually optimize and improve to maximize efficiency.
- ✓ Continual Improvement Management (CIM): Manage improvements from ideation through delivery by aligning people, processes, and data. When CIM is integrated with Process Optimization, nonprofits discover best practices among departments and opportunities for improving processes and easily track the business value of process improvements.
- ✓ Mobile Agent: Service teams do not need to be restricted to a physical desk. Mobile Agent allows teams to resolve issues wherever they are. Virtual Agent with Natural Language Understanding deflects the routine incidents, allowing agents to focus on higher-order tasks.

## Enabling Connected Experiences

- ✓ 24/7 AI-powered self-service: The mobile-friendly service portal makes it easy for stakeholders to resolve issues quickly and get what they need, when they need it, with this AI-powered conversational chatbot. Employees can find answers and resolve issues across IT, HR, and Facilities, among other areas of the organization.
- ✓ Embedded experiences allow employees to connect with IT in collaboration tools that they're already using such as Slack, Microsoft Teams, Zoom, Messenger, and Workplace.

[Sign up for a live demo](#)

# Out of box integrations or data integrity?

Nonprofit technology teams are trying to innovate faster and deliver better stakeholder experiences as they drive toward their mission. ServiceNow's single platform and single data model capabilities provide significant advantages for running complex operations across the organization, simplifying and improving processes.



## Operations

- Automate deployment and service lifecycle, including end-of-life processes and certification
- Consolidate discovery agents for Software Asset Management
- Map critical apps and infrastructure to business services

## Service

- Automate software requests and allocation with a self-service software catalog and Virtual Agent
- See the software cost impact of IT change

## Security

- Take immediate, corrective action on vulnerabilities
- Enhance vulnerability detection through complete software inventory with lifecycle metadata

## Risk

- Use CMDB data to manage risk and compliance across the enterprise

# The foundation of digital work the CMDB unlocks platform outcomes

## IT Operations Management

Prioritize response based on business impact

## Risk

Align technology risks to the organization

## Security

Prioritize response based on business impact

## Cloud

Gain visibility of cloud resources and align spend to organizational initiatives

## DevOps

Ensure governance and traceability of CI/CD process

## CMDB

### Configuration Management Database



## IT Asset Management

Gain visibility of hardware and software across the organization

## IT Service Management

Increase efficiency and reduce risk when planning changes

## Application Portfolio Management

Streamline buildout of application portfolio

## Customer Service Management

Prioritize response based on stakeholder impact

## Certificate Management/ Firewall Workflows

Eliminate outages due to expired certificates/misconfigured firewall policies

## Real results for nonprofit

By studying the challenges and successes of thousands of customers who manage IT services and operations, ServiceNow has identified the major areas to help organizations achieve the following tangible outcomes:

### Fewer submitted issues requiring human intervention

- Predictive intelligence incident routing saves IT agents 12% of their time through machine learning-based automatic assignment.
- Intuitive, employee self-service means 30% fewer agent ticket assignments. Automated resolution of common issues deflects 16% of incidents.

### Greater knowledge sharing and diagnosis information

- A single view powered by shared monitoring and data offers deeper information needed for a 75% reduction in resolution times.

### Delivering scalable IT services on a single cloud platform

- Leverage the advantages of common data sources, seamless integration between all aspects of IT, and automation to adjust services more effortlessly as needed to increase CMDB accuracy by up to 50%.

## Real results for service management

**75%**

Reduction in resolution times

**30%**

Fewer agent ticket assignments  
due to intuitive, employee self-service

**16%**

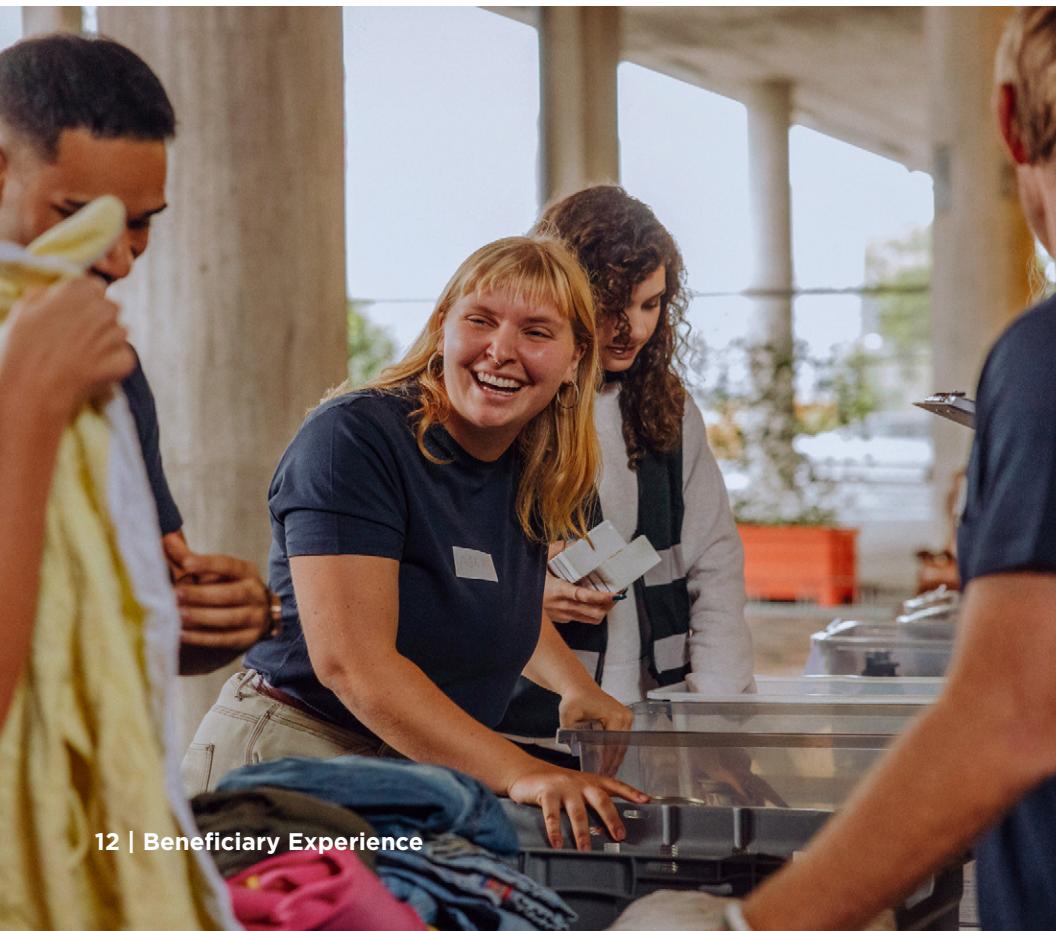
Ticket deflection due to intuitive,  
employee self-service

**12%**

Predictive intelligence incident routing  
saves IT agents 12% of their time

# BENEFICIARY EXPERIENCE

# Common challenges to create a seamless beneficiary experience



At the heart of any nonprofit is the goal of delivering impact. Success depends on the ease with which a nonprofit's workforce can quickly deliver on their mission.

To accelerate the engagement and impact for the individuals who request and utilize the services of a nonprofit organization—the beneficiaries—nonprofits need simplified workflows that make it easier to request and utilize services and enable organizations to amplify their missions more effectively.

## Slow, manual processes

Challenges in managing and routing work efficiently across different teams and systems are common across organizations. Manual processes can lead to bottlenecks, delays, and a lack of visibility into the progress of tasks. This can hinder the overall beneficiary experience as it may result in slower response times and a less coordinated approach to addressing needs.

## Scaling services

Organizations are challenged with providing efficient and accessible services to beneficiaries, especially when faced with limited resources. Stakeholders may need information or assistance outside of traditional office hours, leading to delays in resolution. Manual handling of common inquiries can also strain resources.

## Disconnected data

Nonprofit employees and volunteers often struggle to provide timely and accurate assistance to beneficiaries without access to up-to-date, connected information. In a manual or disconnected system, retrieving relevant data can be time-consuming and may result in inconsistent support.

# A look at the benefits

## Improved beneficiary service delivery

- ✓ The optimization of workflows facilitates a seamless engagement process, simplifying the way beneficiaries request and access services. This streamlined approach not only ensures a more efficient utilization of resources but also empowers organizations to significantly enhance the impact of their missions. By overcoming the challenges associated with slow and manual processes, such as managing and routing work across various teams and systems, nonprofits can eliminate bottlenecks and delays. Automation provides a solution to these issues, offering increased visibility into task progress. This not only enhances operational efficiency but also translates to a more responsive and coordinated approach, ultimately improving the overall experience for beneficiaries and enabling nonprofits to achieve their goals more effectively.

## Operational efficiency

- ✓ Change Management: Simplify and automate complex change processes using built-in, platform-native AI and accelerate change at DevOps speed by automating approvals while maintaining control.
- ✓ Process Optimization: Creates business process flows from the data in audit trails for quick, in-depth analysis of business processes. Armed with complete visibility into

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- ✓ Continual Improvement Management (CIM): Manage improvements from ideation through delivery by aligning people, processes, and data. When CIM is integrated with Process Optimization, nonprofits discover best practices among departments and opportunities for improving processes and easily track the business value of process improvements.
- ✓ Mobile Agent: Service teams do not need to be restricted to a physical desk. Mobile Agent allows teams to resolve issues wherever they are. Virtual Agent with Natural Language Understanding deflects the routine incidents, allowing agents to focus on higher-order tasks.

## Time-saving automation

- ✓ Self-service portals, chatbots, and automated response systems enable beneficiaries to access information and services 24/7. These digital channels allow beneficiaries to find answers to common questions, submit requests, and receive automated assistance. This not only enhances the beneficiary experience by providing timely and convenient support but also frees up staff to focus on more complex and personalized interactions. Additionally, automation can be employed to resolve routine issues automatically, improving efficiency and responsiveness.

## Addressing needs with real-time information

- ✓ Equipping agents with digital tools that provide real-time information and intelligence is essential. Case management systems, integrated databases, and knowledge bases enable agents to access beneficiary information quickly and efficiently. These tools can also provide insights and recommendations based on historical data, ensuring that agents have the necessary context to offer personalized and effective assistance. Empowering agents with real-time information enhances their ability to address beneficiary needs promptly, fostering a positive and supportive experience.

[Sign up for a live demo](#)

# Scale great experiences for more impact

Nonprofit organizations need simplified ways to automate and optimize processes to route work effectively across teams and systems, enhance beneficiary service delivery, and intelligently and proactively address issues before beneficiaries become aware.

## Streamline operations across the front, middle, and back office

- Automate and optimize processes to route work effectively across teams and systems
- Empower agents to solve issues faster
- Help managers optimize agent performance and operations
- Enable work to flow across departments

## Enable self-service across channels and automate resolution

- Automate requests to the appropriate teams
- Offer a personalized portal experience from which beneficiaries can take action
- Provide self-service to beneficiaries across web and mobile

## Empower agents with real-time information

- Detect and resolve incidents before beneficiaries become aware
- Effectively manage major issues that impact multiple beneficiaries
- Anticipate trends and remove bottlenecks to continuously enhance beneficiary services

# UNHCR establishes call centers for Ukrainian refugees



UNHCR, the UN Refugee Agency, is on a mission to safeguard the rights and wellbeing of refugees and ensure that they can exercise the right to seek asylum and find safe refuge in another state, and return home voluntarily when they choose and when it is safe to do so.

UNHCR, with the support of the United Nations International Computing Centre (UNICC), partnered with industry experts

"Partnering with UNICC and the private sector has allowed us to launch this Regional Contact Centre, the first of its kind, enabling us to communicate with the people we serve, providing them with information, and referring those with vulnerabilities to the services they need." —*Mohammed Ghafour, Community based Protection Officer*

**30K**

refugees served in Phase 1

**1.5M**

refugees served in Phase 2

**200**

calls handled per day

# CONNECTED WORKFORCE



# Common challenges in creating a **connected** workforce of employees and volunteers



Organizations looking to drive productivity and operational efficiency, empower and support their workforce from anywhere, and deliver connected, engaged employee and volunteer journeys. By simplifying engagement experiences, nonprofits can reduce barriers to participation and create an overall positive and streamlined experience for employees and volunteers. By focusing on simplifying engagement experiences, nonprofits can create a culture of inclusivity, accessibility, and personalization that values the unique needs and preferences of each person.

## Collaboration and communication

Traditional intranets may be outdated, lack user-friendly features, or fail to engage employees and volunteers effectively. This can lead to a lack of awareness about organizational updates, events, and opportunities, hindering overall employee satisfaction and engagement. Nonprofit organizations need effective ways to speed up access to accurate information and allow for better engagement.

## Poor experiences

The heart of an organization is the people who deliver the services and support to the beneficiaries. Nonprofits may face challenges in providing a seamless and well-structured experience throughout the employee and volunteer journey, from recruitment to onboarding, ongoing engagement, and offboarding. Inconsistent or manual processes can result in a disjointed experience, affecting morale and retention.

## Optimizing impact

Organizations often face the challenge of optimizing the impact of their workforce, both employees and volunteers, while ensuring organizational efficiency. Manual or outdated processes can lead to inefficiencies, preventing the organization from maximizing resources and impact. When data is disconnected, it can be hard to know what is working and what needs improvement or where to allocate resources for better efficiencies.

# A look at the benefits

## Single point of entry

- ✓ A next-gen intranet or connected workforce experience platform that's interactive and user-friendly addresses this challenge by providing a modern, interactive, and user-friendly platform for internal communication. This platform can include features such as personalized dashboards, social collaboration tools, and mobile accessibility. It helps in improving internal communication, fostering a sense of community among employees and volunteers, and enhancing overall engagement by centralizing information and resources.

## Full lifecycle services

- ✓ Transforming the employee and volunteer journey involves the implementation of digital tools for recruitment, onboarding, training, performance management, and offboarding. Applicant tracking systems, e-learning platforms, and performance management software streamline these processes, ensuring a more cohesive and positive experience. Digital transformation enhances efficiency, reduces administrative burden, and contributes to a more satisfying and productive workforce experience.

## Manager tools

- ✓ Implementing digital tools for employee and volunteer management, collaboration, and performance measurement can significantly boost efficiency and impact. Project management software, collaboration platforms, and analytics tools enable better coordination, communication, and measurement of outcomes. Automation of routine tasks frees up time for more impactful activities, ensuring that both employees and volunteers contribute effectively to the organization's mission. This, in turn, enhances overall organizational efficiency and the impact of the nonprofit's initiatives.

[Sign up for a live demo](#)

# Engage and support employees and volunteers

Nonprofit organizations need simplified ways to automate and optimize processes to route work effectively across teams and systems, enhance workforce service delivery, and intelligently and proactively address issues before employees and volunteers are even aware.



## Establish an experience platform for next-gen single portal experience

- Centralize Knowledge Management: Provide a centralized repository for storing and managing information, providing consistency and easing change management.
- Streamline Communication: Automatically send notifications and updates to relevant employees, volunteers, donors or beneficiaries ensuring everyone is on the same page and reducing the need for manual follow-ups.
- Centralize Employee and Volunteer Services: Provide a single unified portal for connected workforce service delivery. This enables them to easily scale their service solutions across HR, IT, Workplace Services, and Legal and help stakeholders find information, get help, and request the services they need.

## Transform the employee and volunteer journey

- Employee Journey Management: Provide a range of solutions to help support employees through complex career journeys. Proactive prompts provide a more efficient way to complete journey events with the delivery of approval and tasks notifications via Virtual Agent.
- Empower Managers: Manager Hub delivers a purpose-built destination for people leaders to stay informed and engaged with their employees and volunteers by leveraging personalized resources and proactive prompts to guide their leadership journey. With access from Employee Center, managers can view a summary of team insights and action items for employee journeys, daily team stats, important dates, tasks, and requests.

## Boost productivity and engagement

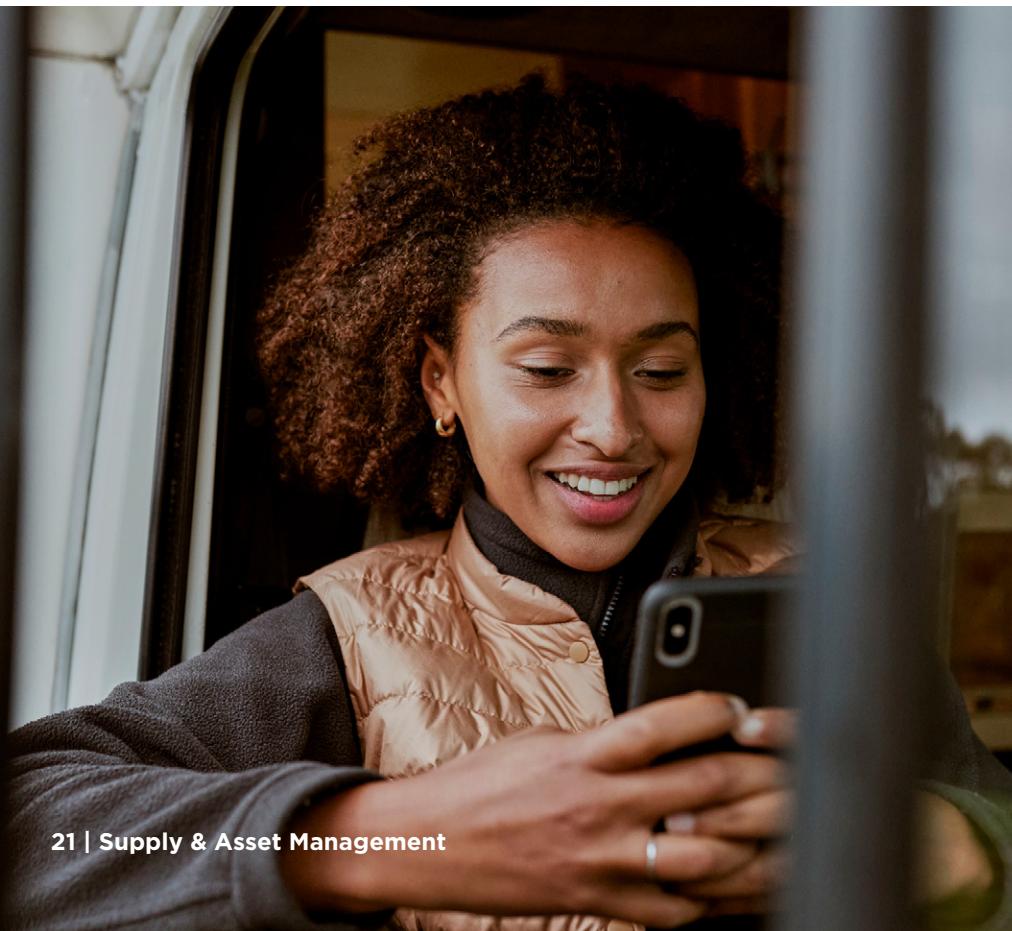
- Standardize Processes and Priorities: Facilitate process adoption and improvement where it matters most, allowing teams to move faster and more effectively.
- Centralize Knowledge Management: Provide a centralized repository for storing and managing information, providing consistency and easing change management.

Who I am      Where I am      What I need      When I need it      How I need it



# SUPPLY & ASSET MANAGEMENT

# Common challenges when managing assets and supplies



Managing assets and supplies presents a multifaceted challenge that extends beyond purchasing and tracking inventory. Organizations must ensure their donations and investments maximize their potential to meet the needs of those they serve.

Across an organization, there are often many individuals engaged in asset and supply management; from the management of donations and inventory to maintenance and distribution. The intricacies of asset and supply management in nonprofits demand a comprehensive solution that not only ensures the effective care and documentation of supplies but also facilitates the seamless collaboration of teams engaged in every stage of purchasing and distribution. With ServiceNow, the entire lifecycle of assets and supplies is considered and managed end to end.

## **Lack of supply visibility**

Organizations can only track what they can see. Many struggle with a lack of visibility into their physical investments, leading to difficulties in tracking, maintaining, and optimizing resource allocation.

## **Inventory planning difficulties**

For organizations that store and distribute physical goods, it's essential to ensure they know what they have on hand and plan for what they might need down the road. Planning and managing inventory ineffectively can lead to issues such as overstocking, stockouts, and inefficient resource utilization.

## **Ineffective return on asset and supply investments**

The distribution of supplies to beneficiaries is the core of some nonprofits service. As a result, the investment in the supplies, whether purchased or donated, is significant. When supply resources are not properly documented or tracked, nonprofits run risks of safety concerns and difficulties in assessing what supply resources are most effective to meet needs.

## **Inability to effectively respond to emergencies**

Struggling to scale supply or asset needs effectively, especially when relying on manual or disconnected systems for supply management can be a major issue for nonprofits. In an emergency, organizations must be prepared and know quickly how effectively they can meet supply needs from their beneficiaries.

# A look at the benefits

## Visibility of supplies & assets

ServiceNow's Enterprise Lifecycle Asset Management (ELM) provides a comprehensive solution for tracking and managing supply assets throughout their lifecycle. The platform centralizes information, offering real-time visibility into the status, location, and usage of supply assets. This enhances transparency, enabling nonprofits to make informed decisions about resource allocation, maintenance needs, distribution, and overall supply management.

## Inventory planning

Enterprise Asset Lifecycle Management capabilities facilitate robust inventory planning. By leveraging automation and real-time data, nonprofits can optimize inventory levels, reducing excess stock and minimizing the risk of stockouts. The platform provides insights into usage patterns, helping organizations forecast future needs more accurately and ensure that resources are allocated efficiently.

## Ease compliance audits

To enable nonprofits to create and maintain a centralized repository of documented non IT assets, nonprofits can implement ServiceNow's Enterprise Asset Lifecycle Management and Enterprise Asset Inventory Management solutions . The documentation from these solutions includes information on maintenance schedules, compliance requirements, and historical data, so nonprofits can mitigate risks associated with non-compliance, safety, and supply demand.

## Scale effectively

ServiceNow's comprehensive enterprise solutions provide the scalability needed for nonprofits to grow and expand their operations. The platform's automation capabilities streamline workflows, reducing manual effort and allowing organizations to handle a larger volume of supply assets and activities. As nonprofits scale, ServiceNow's solutions can adapt to the increased complexity and demands of their supply asset management processes.

[Sign up for a live demo](#)

# Full lifecycle management for supply resources

Many nonprofits rely heavily on their physical assets every day. Their physical resources enable them to meet their goals. And the ability to mobilize those investments is key to their mission. ServiceNow's Enterprise Asset Management (EAM) improves organization-wide visibility into all physical assets across the full lifecycle.

## Planning & acquisition

Supply chain resilience requires scaling digital planning to increase visibility, rapidity, and better decision-making by nonprofits.

## Requests & deployment

Enhance the service delivered with self-service tools, a business asset catalog, new asset request and reservation workflows.

## End of life

ServiceNow helps organizations contend with loss prevention by managing swaps, replacements, and returns as well as track disposal certificates

## Inventory, warehouse & distribution

Inventory management is an especially complex area. Organizations lack dependable asset inventory information, resulting in supply disruptions or unnecessary over-spending.

## Asset maintenance

Nonprofits can make stockrooms and warehouses function more efficiently leading to an improved balance sheet by using what they have on-hand.

88%

Of organizations lack a true company-wide enterprise asset management solution for full visibility

## Planning for scale

- Sourcing
- Asset CTO
- Multi-tier asset modeling
- Refresh planning
- Classification and risk profiles

## Service enhancement

- Asset catalog
- Requests
- Reservations
- Maintenance

## Warehouse or stockroom efficiency

- Ordering and auditing
- Supply/Stock rules/auto-replenish
- Bulk supply orders/transfers
- Mobile asset scanning

## Loss prevention

- Inventory audits
- Swaps/replacements
- Disposal certifications

Source: Verdantix Global Corporate Survey 2021: Operational Excellence Budgets, Priorities & Tech Preferences

# Develop a Gen AI strategy that powers mission success



## IT Management

- Generate contextual summaries of incidents and problems for agents to review
- Provide agents with a summary of previous history from live chat and Virtual Agent interactions
- Adhere to best practices with automated resolution notes and code upon incident closure

## Beneficiary Experience

- Accelerate service response with faster context gathering on issues and actions taken
- Rapidly generate summaries for cases, interactions, and other record types
- Improve operations by collecting consistent resolution data

## Connected Workforce

- Allow HR agents to instantly view a summary of a case topic, action items and resolutions taken to date
- Provide agents with a summary of previous history from live chat and Virtual Agent interactions
- Auto-generate resolutions for HR cases

## Supply & Asset Management

- Generate asset executive summaries
- Enable asset identification through image processing
- Develop Knowledge Base articles based on commonly asked questions and challenges to accelerate self service

# When your business works, your mission works.

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Information

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**servicenow**<sup>®</sup>

## 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](http://www.servicenow.com).

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