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CUSTOMER INSIGHTS

Employee Experience Testimonials



Learn how enterprises like yours optimize employee experiences and boost productivity and engagement

Book of Knowledge

Say **YES** to success: Let's win together



It's hard to believe we haven't been together in a global Knowledge event since 2019. Where did those four years of our lives go? So much has changed since then. In 2019, ServiceNow was actually half the size we are today, and we had half the number of products on our magnificent Now Platform®. Your companies, and each of us as individuals, have been through a lot.

Between 2020 and 2022, ServiceNow accelerated 10 years of innovation in less than two. In that same time, technology innovation also accelerated by at least 10 years. The next 18 months will be the most active time ever for technology innovation in the history of the world. Change will never move this slowly again, which is why being together is our ultimate asset.

It's time to rise up

Ninety percent of the businesses out there are linking skilled transformation with their ability to realize their company's strategy and their company's performance.

We need more ServiceNow professionals to build the future. And we are making it very clear through our global program RiseUp with ServiceNow, which is our commitment to upskill one million people by the end of next year. One million!

IT is the business strategy

Nearly 40% of the CEOs in the world today think that their companies will no longer be viable in 10 years if they don't radically change course now. And digitizing their future is the number one thing on their minds.

But something that keeps holding us all back is we've somehow allowed this narrative that it's IT versus the business. And that's wrong. It's time to leave that fallacy behind because today the IT strategy is the business strategy. That's it.

Two years ago, we came up with the idea: "The world works with ServiceNow™." Just like the organizations featured in this customer testimonial ebook, we want your company to work with ServiceNow because your success is our success. This is about a commitment, a solemn oath that together we're going to make the world better for everyone because we can. This is a mission.

Our ServiceNow colleagues all over the world live for our customers and innovating for our customers. So I want to take this moment to celebrate what we've done and, more importantly, what we will do together in the future.

Bill McDermott,
ServiceNow CEO

Excerpts from Bill McDermott's keynote presentation at the ServiceNow Knowledge 2023 event

We're committed to helping our customers deliver the best possible service to their customers and colleagues.

Harnessing the AI opportunity

Knowledge 2023 was monumental in demystifying AI for our customers while also showcasing the technology's real-world applications for enterprises. Across the event, attendees learned how the rise of the "exponential enterprise" is supported by innovative AI solutions that help create truly connected organizations, deliver better customer service, and free up staff to work on critical tasks.

AI built for the Now Platform

One criticism of AI that's often mentioned is that it's not suitable for all businesses and industries. This is no longer a problem thanks to the new ServiceNow Generative® AI Controller. Organizations connected to the ServiceNow ecosystem will be able to easily connect ServiceNow instances to OpenAI and Microsoft Azure OpenAI Service.

With this development, any existing ServiceNow experiences can use generative AI capabilities to answer questions, summarize existing content, and produce new content from a single integration point. Simply put, if you're on the Now Platform, AI integration is ready for your business.

AI-powered search that fits your business

We're committed to helping our customers deliver the best possible service to their customers and colleagues. With Now Assist for Search, we can do that better than ever.

Now Assist for Search is a new tool that uses generative AI to recognize intent. It provides natural language responses based on the customer's own knowledge base when users pose questions in Portal Search, Next Experience, or Virtual Agent. Because Now Assist for Search pulls information from within a customer's environment, results are more accurate for internal agents or external customers, greatly reducing the likelihood of error or hallucinations (when AI produces unexpected results).

Onward together

Organizations need to equip themselves with the digital tools of the time to weather the storms of uncertainty and come out winning, undeterred by disruption. We recognize that C-suite leaders across the world seek to architect a generative AI roadmap that drives business performance. With this in mind, ServiceNow along with our partners, are developing custom large language models trained on data specifically for the ServiceNow platform.

We're excited to put this infrastructure in place for our customers so that they can bring their businesses to the next level. It's never been a more exciting time to be a member of the ServiceNow community.

Empower shared services and workplace service teams to respond with agility

There is tremendous value in improving the experiences of your employees. At ServiceNow, we've built a modern platform that allows you to do more with less and improve visibility across all of your organization's shared services.

Consolidate service channels

Specialized systems may have short-term benefits for a single department but are a headache for organizations looking to create unified experiences. The foundation of great employee experiences is the consolidation of multiple service channels into a single highly automated and efficient portal.

This consolidation goes hand in hand with governance and reducing the number of systems that need to be maintained. To ensure the revamped portal is a success with employees, it's vital to ensure any supporting self-service information is current and clear.

These best practices were front of mind when Dell Technologies revamped its HR system and onboarding process. The company realized that its current layout was not fit for someone new onboarding with the company, and that access requests were confusing. Dell Technologies implemented a multidepartment employee portal powered by ServiceNow. The portal includes a united experience layer for AI search, virtual agent personalized content, proactive communications, and chat across HR and IT. Now, Dell Technologies can deliver increased productivity with revolutionary employee experiences.

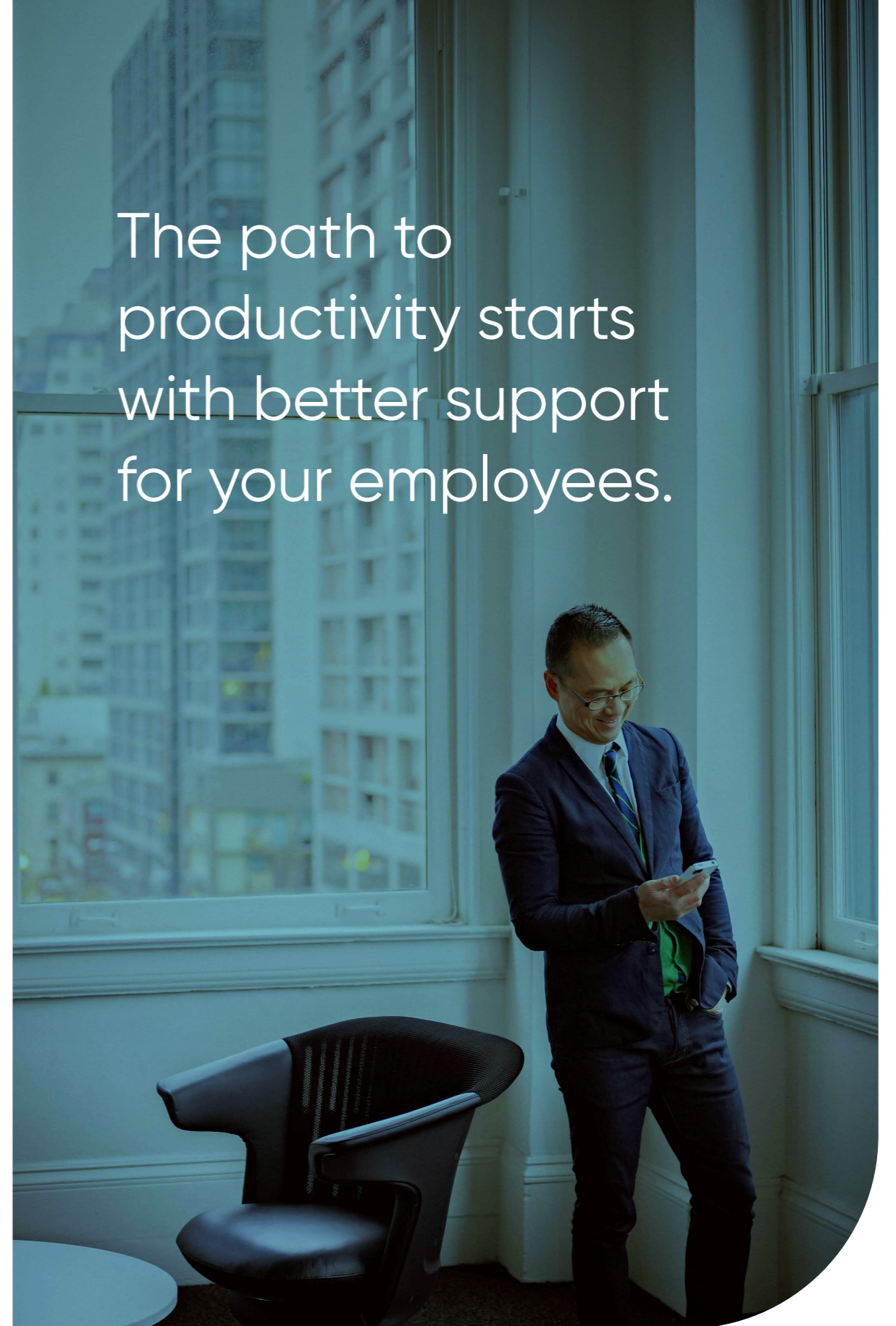
Increase productivity and improve employee experiences

The path to productivity starts with better support for 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. Technology is only part of the solution to this challenge, but once you understand the employee pain points in your organization, a foundation of robust HR solutions can help you plot the correct path forward.

When Mars Global Services began streamlining its HR department, it made sure the employee had a seat at the planning table. After consolidating five service portals, four service bots, and more than 1,450 processes, the company took the time to gather feedback and optimize accordingly. Mars is providing an elevated level of support to ensure the seamless adoption of its revamped service.

Read on to discover how other ServiceNow customers are driving shared services efficiencies.

The path to productivity starts with better support for your employees.



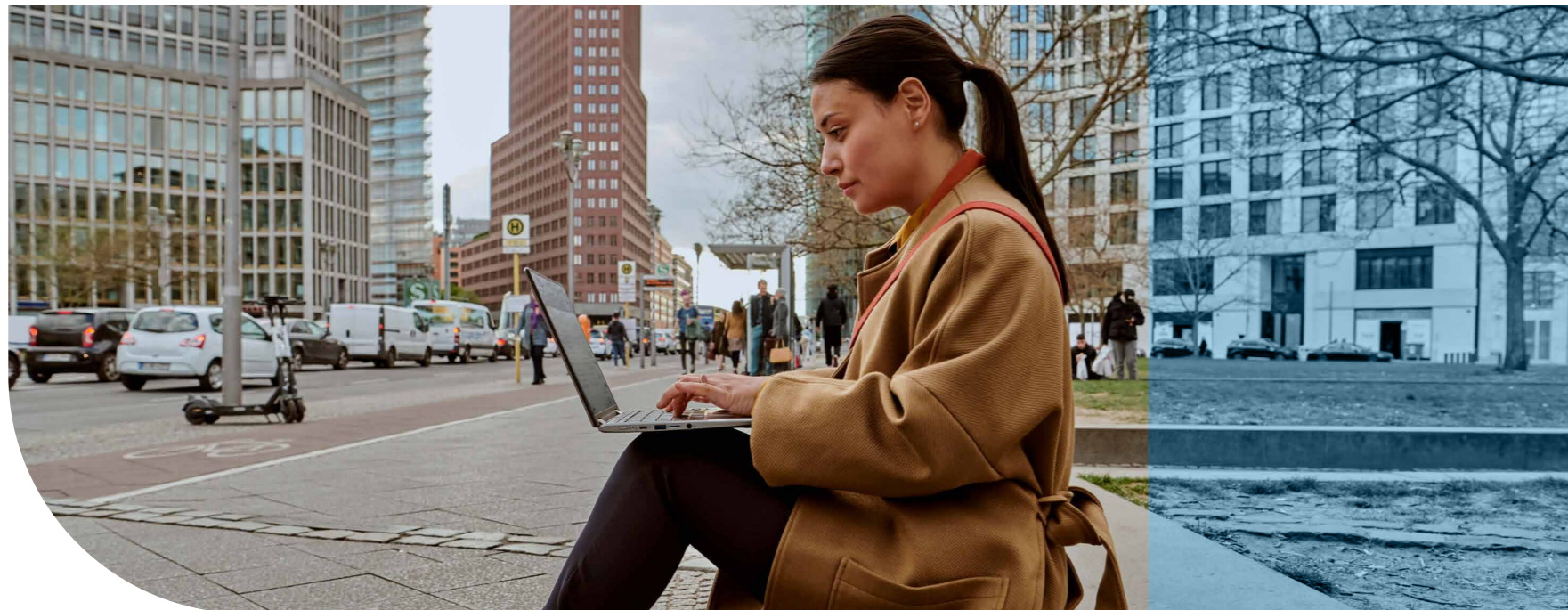
Use Case 1

Building an Employee-First Services Portal

The path to employee satisfaction and increased 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 hindered by limited visibility across service operations. Employees are also confused when forced to navigate multiple portals and processes.

Many of the success stories in this testimonial book tell the tales of organizations that rebuilt their shared services offerings with an employee-first mindset throughout the entire project lifecycle. Ease of portal use, accessibility, and intuitive design were all implemented with the employee in mind.

A standout message from our customers is that maintaining shared services is an ongoing journey that must be constantly optimized to match the changing needs of an organization's workforce.



Mondelēz revolutionizes global HR shared services

If you've ever had a snack before, then you've probably enjoyed a bite from Mondelēz International, which includes iconic brands such as Oreo, Ritz, and Clif Bar baked snacks as well as Cadbury Dairy Milk and Toblerone chocolate. Mondelēz is one of the largest snack companies in the world, with global net revenues of approximately \$31.5 billion in 2022. It has about 91,000 employees in more than 80 countries.

The company's ambition is deeply rooted in its overall HR strategy. Previously, it had an insource HR service delivery system, but the system lacked case management, workflow management, and knowledge management functionality. With a significant gap in the HR experience provided to employees, Mondelēz decided the time was right for a technology upgrade.

After much trial and error, the company went live with a new experience platform in 2021 using ServiceNow® Employee Center and HR Service Delivery. Mondelēz now has a one-stop shop and entry point for all HR services and requests. The platform has reduced end-user complexity and offers state-of-the-art case management and knowledge base functionality. Before ServiceNow, Mondelēz had a self-service success rate of 50%. Today, the company is at an 88% self-service success rate across all workflows.

Volker Schrank, senior director of HR technology and employee experience at Mondelēz, divulges the company's three key takeaways from this process:

Focus on experience. A working solution and technology are just the minimum. What is important today is a simple and engaging consumer-grade experience for your employees.

Work with your employees. Never expect to just know or understand exactly what employee groups want or need—work with them, not for them, when designing a solution.

You are never finished. In today's world, digital employee experience is an ongoing evolution with different levels of speed, but you never reach the end. It is an "infinite game."

Most recently, Mondelēz rolled out onboarding and offboarding. The company is also upgrading its interfaces, such as AI, on a regular basis to continue making employee experiences as seamless as possible. Volker concludes: "Everything around technology enablement is table stakes. But having a consumer-grade, simple, and engaging interface for your employees—this is what they want, this is what they need."



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Volker Schrank

Senior Director of HR Technology and Employee Experience,
Mondelēz International



Tyson Foods provides employees with a human-centered experience

Tyson Foods is a multinational company that supports 20% of the beef, pork, and chicken in the United States. It operates major food brands including Jimmy Dean, Hillshire Farm, Ball Park, and Aidells, to name just a few.

Recently, the company decided to move beyond legacy process and technology design to optimize the HR experience for its more than 30,000 employees. Throughout the planning process, Tyson made it a priority to consider each employee individually, and not just as a group or part of a team, to ensure every scenario was accounted for in terms of different positions, skill sets, and personalities. This approach provided a way to better understand how employees experience and receive assistance.

By implementing ServiceNow® HR Service Delivery, the company created a single, human-centered experience

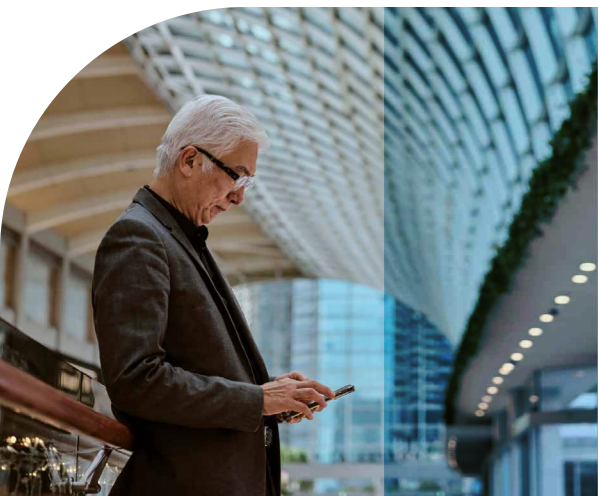
for employees connected across platforms and systems, delivered in the flow of work. Focusing on employee engagement, Tyson set up technology to give employees options to meet them where they are and provide them with agency, whether they need the employee center portal, live agent chat, virtual agent, or another feature.

Tyson's HR team highlights that an employee's emotional connection to the employee experience is critical. Robin Rogers, HR technology leader at Tyson, emphasizes, "Achieving the desired experience is about providing an engagement layer for team members." The HR team also drives home that leadership must approach HR innovation with an open mind, listen to team members fully, and take employee feedback seriously.

HR upgrades from ServiceNow have garnered:

- 3,600-plus tablets in plant locations
- 22% self-service utilization
- 113-plus knowledge article views
- 110,000-plus cases submitted

"Building experiences is not just a technology implementation; it's a path forward and a revision of the HR technology landscape," says Robin. The company will continue its path of metamorphosis by keeping employees at the forefront of future innovation. She concludes that Tyson will "continue to keep the team member and user experience at the heart of everything we do."



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Robin Rogers
HR Technology Leader, Tyson Foods



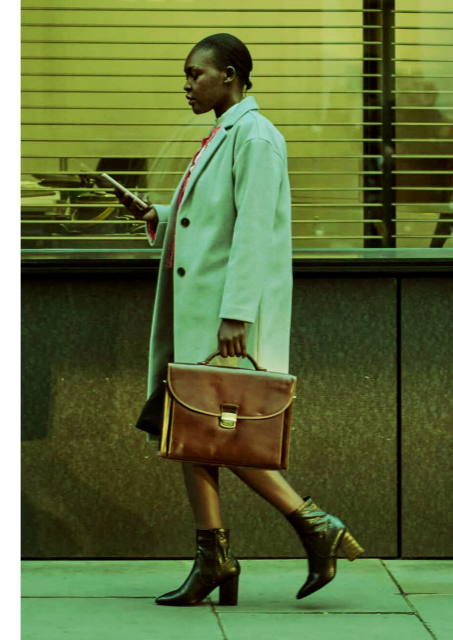
Use Case 2

Leveraging Automation to Enhance Self-Service

Employee self-service is designed to generate excellent employee services while also alleviating the burden of HR and other services team. By digitizing and automating important HR tasks, employees are given more direct control over their own data via online employee-engagement platforms.

Automating your information paves the way for personalized employee experiences on every channel. When guided by up-to-date knowledge articles, employees are able to submit requests without depending on the availability of services staff. Chatbots and virtual assistants can be configured to assist employees and free up HR teams to focus on critical tasks.

Read on to discover how organizations across a wide spread of industries achieved success by investing in a self-service approach to improving employee experiences.



Mars Global Services upgrades the HR experience for associates

Mars Global Services (MGS) is a multinational manufacturer that supports business operations across six service lines for more than 80,000 associates. Forbes ranks Mars as the fourth largest privately held company in the U.S., with over \$45 billion in annual sales in 2022.

As a purpose-driven organization, Mars has a mission to create a better tomorrow by making work easier. This was also the theme for unifying the company's platform. Previously, the HR department had five service portals, four service bots, and more than 1,450 processes. All were deployed separately and for good reasons, but the result was a confusing, fragmented user experience that caused many operational inefficiencies.

The HR overhaul's goal was to win associates' hearts and minds with a well-oiled, efficient, and effective system. Leveraging global business services solutions from ServiceNow and the ServiceNow® Employee Center, the company created one place for all of Mars' global

services, which are experience-led, process-driven, and technology-enabled.

Mars took a top-down approach to illustrate potential cost savings with the following strategies:

- Apply an experience-led approach to map the current state, evaluate the process against best practices, and understand the technology and environment
- Identify opportunities, related required capabilities, initial KPIs, and expected value
- Establish related costs and investments needed to build foundational capabilities and prioritize against value
- Build a high-level business case and capability roadmap to deliver value

The company conducted more than 200 interviews to understand the associate experience and held five working sessions focused on end-to-end processes, along with using external benchmarks and industry best practices.

The HR team at Mars emphasized user experience as a priority throughout the design process. Monika Nelson, senior director of corporate and MGS technology at Mars, says: "How are we going to make sure that the user has a seat at the table? It's not just about some survey results on the back of a PowerPoint, but actually what is in the forefront of that experience."

Within one week of implementation, 71% of users said search results offered useful descriptions and links, while 52% said they expect to use the HR system on a daily to weekly basis. Though still in the beginning stages of the HR upgrade process, Mars is providing an elevated level of support to ensure seamless adoption. As the company continues to adjust, it hopes to see the numbers increase—and understands there is always room to grow. Hannah Green, senior manager of experience design at Mars, emphasizes: "This is not just a technology transformation; this is really a people process."



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Hannah Green
Senior Manager of Experience Design, Mars Global Services





“Today, we have set up our employee relations to help our associates and managers meet their goals. This has been a wonderful tool at a corporate level.”

Kristen Dunbar
Program Manager of HR Operations, Elevance Health



Elevance Health reimagines the power of self-service

Elevance Health has nearly 100,000 associates that serve more than 118 million people at every stage of health. The company addresses a full range of needs with an integrated whole-health approach, powered by industry-leading capabilities and a digital platform. It drives exceptional customer service with innovation to energize its high-performance culture.

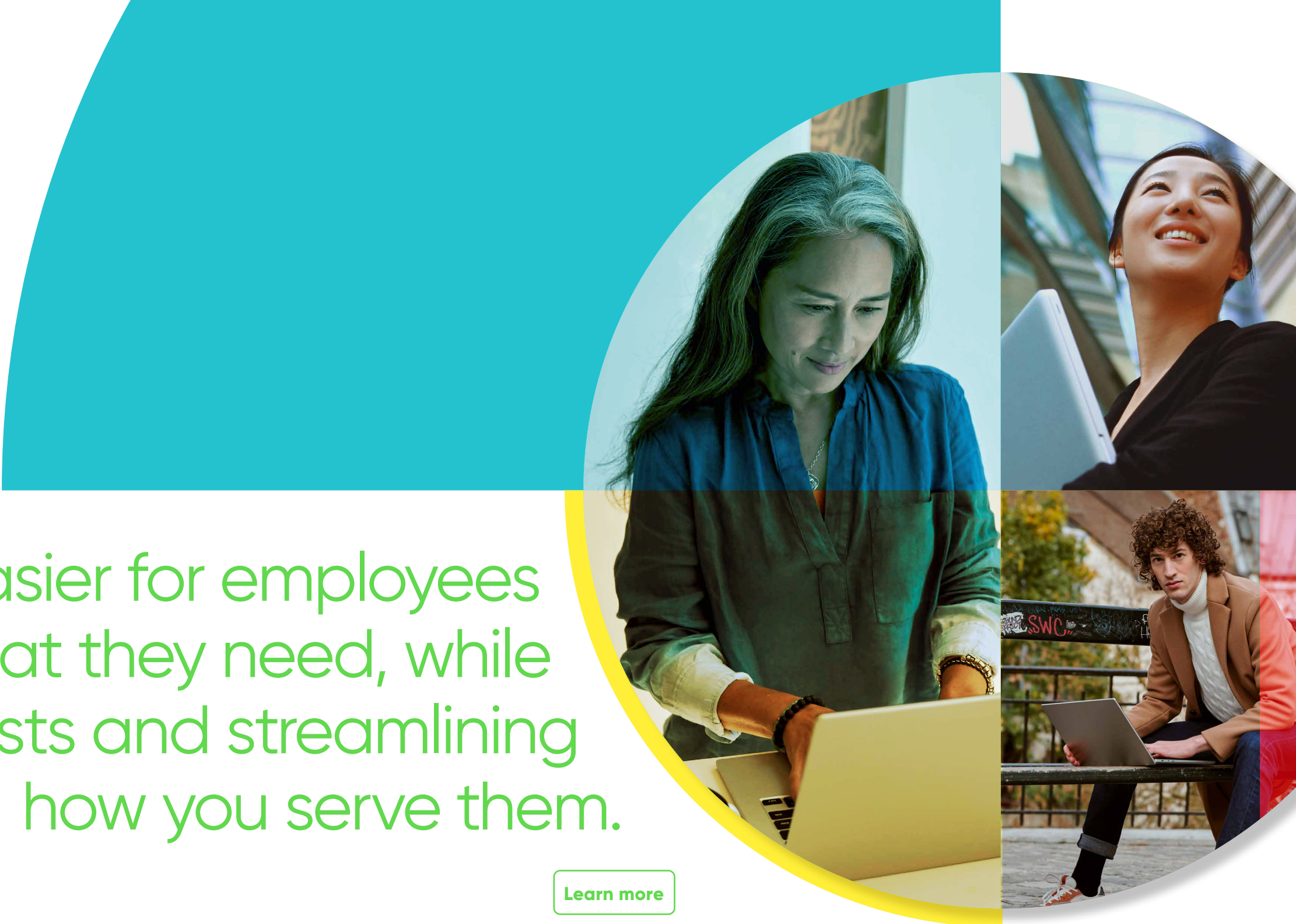
In the past few years, Elevance Health realized it needed a more effective HR system, especially for certain HR processes. The HR department employs a four-step corrective action policy, when required for associates, with defined steps: coaching, initial warning, written warning, and termination. For each step within the policy, there are about 3,000 to 5,000 average cases per year.

But HR found that the review process for each of the four steps was disjointed and disorganized. In fact, the review process took between eight and 11 days for each stage, and associates and their managers would forget important details and conversations by the end of the time window. The HR department needed a way to cut down on this time and, additionally, create a specific protocol for documentation and paperwork. Also, thousands of dollars per year were being wasted on each step.

Elevance Health decided to design a self-service experience with ServiceNow to simplify and streamline the implementation of the corrective action policy. Using the new self-service portal, the manager visits the corporate intranet for guidance on each step, the forms needed, and instructions for the next stages of the process—all in one place. With a guided step-by-step process, nobody has to worry about missing a form or forgetting important details. Each action is kept on track and moving along. This technology also helped bridge the communication gap between associates and their managers by organizing, populating, and handling the documentation as necessary.

Kristen Dunbar, program manager of HR operations at Elevance Health, says: “Today, we have set up our employee relations to help our associates and managers meet their goals. This has been a wonderful tool at a corporate level.”

In the 11 months from October 2019 to August 2020 when self-service was implemented, Elevance Health saw a significant decrease in the overall time to process terminations. Between April and August, the company avoided over \$1.1 million in added workdays.



Make it easier for employees
to get what they need, while
reducing costs and streamlining
how you serve them.

[Learn more](#)

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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.

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