

5 steps to boost employee productivity and organizational efficiency



How to view employee experiences holistically to drive unified multi-departmental service experiences



Here is your roadmap to deliver a great employee experience that is connected and unified

It might surprise you, but the wellbeing of your employees matters more than the product you sell, so when your culture works, the world works. In our [employee experience handbook](#), we discussed four core, forward-looking imperatives that enhance the satisfaction of your workforce. One imperative for every enterprise is making sure your employees can connect with the company they work for and ensuring they feel valued. When they do, they will be more productive.

As organizations like yours juggle the needs of the business with a workforce that shifts towards hybrid and flexible work models, building a connected and unified employee experience across any digital channel becomes paramount. In this guide, we'll provide a five-step roadmap for delivering on the imperative to Boost Employee Productivity and Organizational Efficiency, and take a closer look at the best practices for execution. Follow this process, and you'll soon benefit from an improved experience that drives employee productivity and engagement across the enterprise.

Step 1

Deliver unified, personalized employee experiences

Communication is vital for most enterprise organizations. With so many people across countless departments, how information makes it down to the individual can make all the difference. Not only should you attract your employees to a single source for information, but that source bring the topics they will be most interested in to the forefront.

- **Consolidate service and communication experiences within a single Employee Experience Platform:** A unified employee portal can become the go-to for all communication if it's built with the user's experience in mind.
- **Enable employee requests and tasking from a unified interface:** An employee shouldn't have to navigate between dozens of methods and portals to request essential services. Collect those queries in one place, and route them to the appropriate team.
- **Personalize content and services by profile criteria:** Your employees are different. Some may have a more technical role, while others can have alternate perspectives based on the stage of their career. Tailor information, recommend content, and offer an experience designed for an audience based on what you know they find the most relevant.
- **Deliver targeted content campaigns:** When you need to move swiftly, pushing communications and key information to employees affected by change can cut down on misinformation and frustration.

REAL-WORLD EXAMPLE

SANFORD HEALTH

Sanford Health treats their employee experience

Sanford Health aims to deliver a five-star service delivery experience for its employees in the moments that matter. However, with 50,000 employees spread across 24 states, and acquisitions of other healthcare organizations, scaling that five-star service experience can be a significant challenge. With ServiceNow, Sanford Health developed a unified portal for employees to go to for questions, and a seamless experience when transferring cases between the IT and HR departments.

LEARN MORE

“

We have a belief and methodology around five-star service delivery on the things that matter to our employees. We want to simplify their work so they can focus on taking care of our patients and residents.”

Darren Walker, CHRO, Sanford Health

90%

of cases are deflected

16

agents take care of 50K employees across 24 states

97%

of cases completed below five-day SLA

Step 2

Meet employees where they are with the right interface

Employees expect the digital services they need to maintain productivity. They need access right at their fingertips from the channel of their choice. That last bit has always been the difficult part. Still, with the right investment, you can meet employees in their natural workspaces by delivering embedded experiences across digital channels, so they don't have to scramble to get stuff done.

- **A unified employee portal:** Your home base for service delivery should be a magnet for your employees, offering a superb experience and easy access to the information they need in one place.
- **Engage within the right channel for the right job:** Not all requests are made the same, and some channels are better suited for a task. An experience that can transcend channel allows employees to start a request in one place, like on mobile, voice, collaboration tools, or a conversational interface, and continue in another with no loss in service.
- **Intelligently route work:** A request for service, regardless of what channel it was first created in, must get to the right departmental center of excellence. That should be automatic.

REAL-WORLD EXAMPLE

LCBO

LCBO takes employee services mobile

LCBO turned to ServiceNow to deliver intuitive, mobile-first employee services. They wanted a platform that was consistent and responsive for their workforce as part of their broad-reaching digital transformation initiative.

LEARN MORE

“

With employees based at head office, retail service centers, and retail stores across the province, providing HR, IT, and finance information and services anytime and on any device has improved our employee experience.”

Robert Martire, Manager of Service Management, LCBO

600

Mobile app downloads within one week

14k

Knowledge article views per month

50%+

Case deflection

Step 3

Provide HR service agents with artificial intelligence to resolve employee requests efficiently

Automation has been a part of the HR toolbox for some time, but intelligent automation can be a game-changer for a service delivery organization. AI can slash case times, allowing your team to get to the heart of issues fast.

- **Route work across centers of excellence:** Not only will requests get to the right person, but you can make sure it gets there quickly by skipping manual distribution.
- **Allow departments to work efficiently:** When your experts spend less time organizing, and more time responding to requests aligned to their job function, everyone wins.
- **Assist agents with pre-defined responses based on prior case history:** A simple yet powerful way to make sure nothing is missed when responding to your employees.

Step 4

Provide visibility

People are at their best when solving problems, not bogged down with mundane tasks. As employee organizations become more digitized, the ability to harness and analyze data increases. Greater transparency around employee focus, compliance, and productivity can shape the best path forward for your enterprise.

- **Provide visibility into operational metrics:** Too much of how an enterprise operates is shrouded in anecdotes when they could be captured and analyzed. Once you understand how your employees are working, you can leverage that data to identify areas of concern.
- **Identify trends, bottlenecks, and areas for process improvement:** After you unlock your organizational data and solve for the most pressing needs, the core drivers of productivity start to emerge.
- **Support measurement against company goals:** Use your data to shape organizational goals, then use your organization's goals to structure your data and monitor progress.

Step 5

Create tailored employee experiences

To be an effective communicator, maximizing your interactions with your workforce goes a long way. Narrow in on specific groups, often bucketed by common roles or leadership levels, then understand what information they need and when. How your workforce communicates and what they most need. Having a consistent but targeted voice allows you to cater to a workforce that may approach challenges in different ways.

- **Segment experiences:** Respond differently based on the job type or role of the requesting employee, considering technical acumen or familiarity with the request.
- **Deliver prebuilt experiences for common roles:** By grouping key roles, such as managers, alumni, or contingent workers, you can ensure consistent communications across that group.
- **Extend out-of-the box experiences:** Support specialized roles within your company by tweaking the baseline material to address their specific needs.

REAL-WORLD EXAMPLE

Deloitte.

Deloitte launches a digital briefcase

Global professional services giant, Deloitte, knows the power of its people. To help its UK employees unleash their potential, it transformed how they access information and services to free them up from internal administration and give them everything they need to succeed at their fingertips. Deloitte designed a 'digital briefcase' for employees—a one-stop-shop accessible via mobile, tablet, or desktop to connect them with everything they need to perform their role.

LEARN MORE [➔](#)

“

ServiceNow has literally transformed the way we work. When I say it's life-changing, I'm not exaggerating.”

Anita Sanderman, Head of HR Services

300

new starters every month

100k

pieces of paper saved in the first three months

3

weeks to build a self-service form in response to the COVID-19 pandemic



The bottom line is that organizations need to empower employees

if they want higher productivity and satisfaction wherever they work.

That means:

- Delivering personalized communications, service, and support.
- Technology to drive faster case resolution.
- Deploying pre-built, out-of-the-box workflows and experiences tailored for any role.
- Leveraging dashboard insights to improve operational efficiency and employee self-service rapidly.

With these capabilities, you can lead your organization confidently and boldly into a digital future in which the enterprise can thrive.



Learn more

about how a better experience can boost employee engagement and productivity:

Unified Employee Experience →

HR Service Delivery →

Workplace Service Delivery →

Legal Service Delivery →

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.