

WHITE PAPER

# How ServiceNow is Transforming Organizational Workflows for Improved Process Efficiency



# Executive Summary

The concept of digital transformation has existed for more than a decade. Irrespective of the size and industry of businesses, it has become essential for them to bring in a digital transformation. Studies conducted by industry leaders in the past have all supported this fact. For a business to remain relevant and beat the competition, transforming itself digitally is vital.



Based on the size of a business and areas of operations, the idea of bringing in a digital transformation can also vary. But the basic idea behind the concept is to revamp operations by integrating them with digital technology. It is also about delivering improved customer experiences by keeping technology at the core of business processes.

When a business opts for digital transformation, service providers optimize their information systems to simplify the work-life of employees. Increased customer-centricity and operational excellence are all the by-products of this change.

Leveraging ServiceNow to bring in a digital transformation is an ideal way to bring in the digital transformation. It is a cloud-based platform that helps organizations automate and optimize their processes.

## The ServiceNow platform offers several benefits like



Reduction in the deployment of business applications by **50%**



Better management of workforce for improved results



Improvement in talent retention capabilities of organizations



Reduction of time in designing of applications

Let's further explore in-depth how ServiceNow can help you improve your workflows and operational efficiencies.



## Key Challenges Businesses Face Today

The absence of a digital transformation tool like ServiceNow can lead to several business challenges. Here is an overview of each challenge.



### Inability to revamp business models to meet the ever-changing needs of customers

Customer satisfaction needs to remain at the heart of any organization. However, it is not very often that old and disparate processes make it easier to deliver better customer experiences. The negative aspects of such tools necessitate the need for long-term solutions that integrate well with the business model.



### Talent acquisition and retention in a competitive business world

Acquiring the top talent from the creamy layer of the job market can be difficult for several reasons, including salary packages. That is only a part of the problem. Growing key talent and retaining them is a problem for businesses across industries.

According to a conservative estimate, the employee replacement cost can be almost **1.5-2 times** their annual salary. Also, new hire turnover is common as most **20%** of employees leave within first 45 days of employment.



## Clash of different business solutions working towards the same goal

Scenarios where different solutions compete with each other lead to process inefficiencies and increased costs. Unconnected systems further add to the problem as they compete to achieve the same objective. It leads to an inability of working cross-functionally across the organization with a fixed set of processes.



## Absence of tools that support digital transformation

Legacy systems are the biggest roadblocks in bringing a digital transformation. Organizations cannot disrupt the business with tools that cannot get upgraded easily. The architecture of such tools does not allow flexibility.

Even if they try, it might take a long time, and results would not show up. A new-age platform that offers flexibility to grow the business in the desired manner is ideal in bringing a digital transformation.



## Manual processes that pose a threat to business continuity

It is common for organizations to have manual workflows, which are error-prone and can lead to reworks. Businesses need to be aware of the visibility required for workflows to avoid inefficiencies and increased operational costs.

These pose a risk to business continuity in the long term. When some critical team members leave, there often can be a scenario where unstructured business processes take a hit.





# How is ServiceNow Designed to Overcome Problems Faced by Businesses Today

ServiceNow helps fuel digital transformation like no other. Here is a list of benefits enjoyed by ServiceNow users.



## Dedicated efforts towards bringing a digital transformation

The ServiceNow platform has a lot to offer beyond the ITSM. It helps in revamping legacy systems and processes for improved business benefits. Citizen development, another revolutionary concept, has helped businesses get rid of their legacy systems and processes.

They got replaced with digital workflows that promote employee welfare so that they can work on meaningful tasks. It improves the employee experiences, which shows in the customer service deliveries.



## Quick creation and deployment of employee and customer-focused services

ServiceNow helps deliver quick solutions that benefit employees and ideal to generate more revenues through existing customers. The platform can be an essential part of the managed services portfolio, leading to better profits.

When businesses streamline business workflows with ServiceNow, it can lead to improved productivity. It promotes better human resource management to ensure everyone works meaningfully.



### Reduced delivery time and operating costs

The Customer Service Management (CSM) solution of ServiceNow helps in the quick creation of new services. It can lead to the introduction of new services in minimal time and costs. There can also be alternative solutions to the existing ones.

The traditional software development mode can take weeks and months for design and deployment. ServiceNow helps in configuring automated business workflows and reports to deliver immediate business value.



### Increased support for innovation

ServiceNow helps in fast-tracking internal processes so that developers can launch new applications updates in quick time. It helps businesses in maintaining their competitive edge for better business benefits.

According to a survey, respondents say they can design applications **2.5 times** faster than simply using IT development staff.



### Improving employee satisfaction levels

ServiceNow works well to transform employee experiences. So it also helps organizations position themselves as an ideal workplace to attract the best talent from the job market. The streamlined workflows offered by ServiceNow, when mixed with improved HR processes, lead to a better employee experience.

Organizations not only are able to get better results from motivated employees but also save costs by retaining talent and reducing turnover.

With ServiceNow solutions, the new employee onboarding satisfaction score can be **86%**

# How ServiceNow Transforms Businesses

ServiceNow solutions for digital transformation helps businesses in ways such as.



## Reduction in deployment of business applications by **50%**

The ServiceNow platform offers a range of benefits like rapid designing and deployment of new applications and services. It helps in keeping up with the ever-changing customer demands and market challenges. When businesses implement ServiceNow, their existing business models get disrupted. They have to adopt new business models and also create value-based services for employee and customer benefits.

ServiceNow also helps in meeting the compliance challenges of customers, which can be tough to meet. Customer network data is always ever-growing in volume. It needs an automated solution that works on a per-incident basis. ServiceNow fits the bill perfectly here.

The ServiceNow platform also works well in cases where businesses have one-off project requirements. It will automate the front and back-end service delivery for improved business benefits. For sure, there are other options for customer service workflow management. But not each of them will offer the guaranteed results that ServiceNow delivers.

ServiceNow can meet compliance workflow automation requirements for transaction-based business services and models. The platform also offers excellent cost-effectiveness on its cloud-based model as compared to its competitors. ServiceNow helps organizations in showcasing the value to their customers within weeks, leading to better business prospects.

Businesses can get started with billing cycles within six months of delivering new services. It will take more than double that time if they use any other traditional customer service workflow solution. They would require that much time to train the team and implement IT operations.

Similarly, the operational costs related to ServiceNow compliance service offerings are far less than other traditional solutions.



## Better management of workforce for improved results

Legacy platforms and outdated business processes can often lead to increased costs, inefficiencies, and challenges related to governance. It also leads to bad resource utilization, leading to an increased need for new hires. There is also the constant threat of customer dissatisfaction due to traditional workflows being prone to errors and delays.

ServiceNow can accelerate the digital business transformation to make business processes consistent and efficient. Businesses can also free employees from unproductive tasks and improve their value addition to the organization.

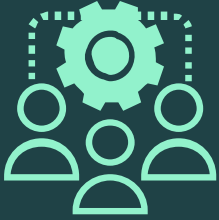
The automation of IT and other workflows can help in freeing up resources. Businesses can upskill them to make them work on tasks that generate value. Automation also reduces the risks of errors and delays that usually accompany manual processes. Organizations can repurpose functions like service desk, customer management, and much more depending on their business requirements.

Organizations can further expect benefits with the automation of new business workflows and the launch of innovative business services. The ability of any business to repurpose its employees will vary as it depends on several factors.

It includes the degree of automation in IT and other business processes. The value addition to business activities through employee time savings is another aspect based on which organizations repurpose their employees.



## Improvement in talent retention capabilities of organizations



ServiceNow is essential when it comes to process innovations that promote a better experience for customers and employees. When we talk of the ever-competitive talent market, the situation is such that prospective employees often look for brands that have a better digital foothold. It is more in the case of top-notch talent vying for higher positions and salaries.

With the help of the Now Platform, organizations can introduce uniformity and structure at the workplace. They can streamline various employee workflows like travel and expense management, onboarding, leave requests, employee engagement programs, annual appraisals, and much more.

The platform also can improve the job satisfaction levels of developers. It is possible through testing automation, a hands-on incident management system, and continuous automation and deployment capabilities. The Now platform also allows the development of custom solutions to streamline the latest updates and feature releases. Developers can work better to deliver better solutions to customers.

These benefits offered by the Now platform is ideal in increasing the job satisfaction levels of employees. It also allows them to focus better on service deliveries. Developer satisfaction is also directly linked to retention. It is natural that a satisfied employee will stay with the organization for a long time.

Furthermore, it also helps in reducing the costs related to onboarding and talent acquisition. All of this is possible because of the improved employee experience offered by the Now platform.

## Reduction of time in designing of applications

Citizen development as a concept is not new, but it has gained quick prominence in recent times. The idea goes against traditional software development, as it involves the use of low-code and no-code tools that deliver the same result. So, hesitancy among traditional developers is natural.

However, the benefits of the Now platform are immense, which can prompt any business to try it for the citizen development program. Organizations that do involve citizen developers enjoy benefits like reduced development costs, increased throughput, and better user experience. All of these factors also contribute to the faster deployment of applications in the market.

It can also be helpful for organizations if individuals associated with the business process transformation themselves remain involved in the citizen development initiative. The performance will be much better in such a fruitful circumstance. Organizations with complex initiatives can use developers and business analysts in tandem to reduce the design and deployment time.



# An Overview Of How ServiceNow Benefits Businesses

## Simplifies work for everyone

It is not simply about the workflows and processes. ServiceNow makes work a better experience for people throughout the organization. While simple tasks will become simpler, you can also reduce the efforts behind complex activities. The platform will automate, digitize, predict, and optimize workflows and processes.

You can do that for various teams like customer service, IT, HR, and much more. It will lead to a better working experience for your employees. Your customers will also be happy as their satisfaction will be a reflection of your service deliveries.

## Improves ITSM

The overall benefits of ServiceNow will help you improve the IT experience, get better value, and think smarter. Organizations with legacy business applications face several challenges when they work towards bringing a digital transformation. The service desk of the platform can be up and running as and when you want.

The service portal helps the servicing of requests a seamless process. The Agent intelligence tool works automatically to identify, categorize, and assign tasks to the relevant individual. Such automation enables businesses to improve their IT service visibility.

## Removes service outages

You can figure out disruptive elements, current and future issues, and propose remedial measures. A single outage is enough to impact the experience of your customers who might doubt your delivery capabilities. It can lead to financial losses and tarnish the brand image.

The ServiceNow platform allows you to add operational information, eliminate outages, and enable IT teams to foresee and prevent issues and respond to them as soon as they happen.

## Delivers modern apps for digitization of processes

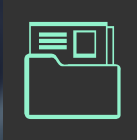
ServiceNow will help you transform experiences, automate processes, and make your enterprise more cohesive. The modern IT environments are not ideal for the traditional method of software development and deployment.

ServiceNow allows you to migrate from legacy systems into a comprehensive platform. Professional and citizen developers can both leverage ServiceNow to reduce the design and deployment time of applications. It only allows you to realize the true potential of digital transformation.



## Overcomes issues related to IT security

Based on the impact an issue can have on the business, you can prioritize and solve it accordingly. You can use security tools to get the data related to incidents and vulnerabilities and add them to a response engine. The engine needs to have smart automation, workflow, and familiarity with IT to prioritize and resolve issues faster.



## Gives a business touch to IT departments

You can get better visibility of your portfolio, finances, and business in general. It can help you accelerate your service delivery. With centralized business and operational demand, you will be able to plan better. You can also align your business priorities by ranking projects and applications in order of their importance. Coordination and project management of tasks will result in faster and better service deliveries.



## Improves employee experience

By improving HR efficiency, you can make it easier for your employees to get information in minutes. The modern workforce has higher expectations like getting access to all the information in a single place. The ServiceNow platform helps you offer a personalized experience and improved service levels to your employees.

With the improvement in the satisfaction levels of your employees, they will become much productive. It will also reduce the workload of your HR teams.



## Increases customer satisfaction

With all the internal improvements, you can expect a remarkable increase in the satisfaction levels of your customers. Quality service deliveries will ensure that you avoid complaints. Even if there are some, you can solve them quickly. It will lead to a reduction in the workload for your support team. You can also provide a personalized customer experience.

## Bottom line

Digital transformation has become inevitable for businesses today if they want to remain competitive. ServiceNow, as a rapid digital transformation tool, is helping organizations get there. It is enabling organizations to change the way they work and deliver improved experiences to their employees and customers.

Concepts like citizen development, which ServiceNow supports, are revamping the ways businesses design applications. It is bringing down the designing and deployment time of applications by almost half. These are the building blocks of new-age businesses that want to have technology at the heart of their operations.

A digital transformation strategy is incomplete without the use of these tools. To ensure that your digital transformation strategy becomes successful, it is essential to use the platform's capabilities completely.

ServiceNow has a common platform where teams from across the organization can collaborate to work on a singular mission of the company. It also helps in eliminating silos, which could lead to errors and delays. After all, the true potential of any technology solution is only visible when it is uniformly available throughout the organization.



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