Transform Business Workflows Using **ServiceNow** for Enhanced Process Efficiencies

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Overview

Although the concept of digital transformation is not new, it is becoming increasingly necessary for businesses of all sizes to undergo it, irrespective of which industry they operate in. Several studies also vouch for the fact that undergoing digital transformation is an essential activity for virtually all businesses. To stay competitive and ahead of the curve, a business must embrace digital transformation.

However, the process of bringing in digital transformation varies depending on several factors, including the size of the business and the areas of operations. However, the core of the idea is to revamp and reimagine operations to streamline processes by leveraging modern advances in digital technology. The goal is to deliver enhanced employee and customer experiences by keeping technology at the center of organizational processes.

When a business undergoes a digital transformation, service providers need to optimize and streamline their information systems, which simplifies the work of employees. Digital transformation also leads to operational excellence and enhanced customer-centricity, which are crucial for a business to thrive in this competitive landscape.

Implementing ServiceNow is a robust and straightforward way for organizations to bring in digital transformation. ServiceNow is a cloud-based platform designed to help organizations optimize and automate their business processes.

Using the ServiceNow platform can help

- Reduce the time taken to deploy business applications by up to 50%
- Better manage the workforce
- Improve the talent retention ability of organizations
- Reduce the time to design applications

In the next sections, we further explore how ServiceNow can be leveraged to enhance operational efficiencies and improve workflows.

Key Challenges Faced by Organizations Today

Bad Employee Experience

Poor Customer Experience

Key Challenges Faced by Organizations Today

Legacy Systems Hindering Progress

Errors due to Manual Processes

Inefficient Business Systems

The inability to align business models with the ever-evolving needs of customers

To succeed, every organization needs to keep customer satisfaction as a focal point of its service delivery. However, old and disparate systems can make it difficult to deliver great customer experiences consistently. Businesses need to integrate their workflows and processes through digital transformation tools like ServiceNow that integrate well with their business models.

Difficulties in maintaining talent acquisition and retention at optimal levels

It can be difficult to identify and draw the top talent from the job market to work for your firm. This is especially so if you make them work in silos with access only to legacy systems that result in disjointed and unconnected work efforts. Some studies indicate that the employee replacement cost can be as high as 1.5 to 2 times the average salary. Employee turnover is also a huge issue since almost 20% of them leave within their first 45 days.

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Inability to undergo the required digital transformation due to the absence of specialized tools

The use of legacy systems that keep business units working in silos is the biggest threat and roadblock to undergoing a successful digital transformation. It is difficult to bring about changes to business processes and models with tools that cannot get upgraded easily since the architecture of these tools is not flexible to adapt to changes. Even if a business tries to undergo digital transformation using these legacy tools, it is fraught with difficulties and can turn out to be way more expensive than implementing solutions like ServiceNow, which can be up and running in no time.

Too many business processes and solutions working to achieve the same result

When different business solutions work in silos to achieve the same organizational goal, it can lead to clashes, increased costs, and inefficiencies. Systems that are unconnected and in silos add to the challenge as they compete towards achieving the same result. Thus, it is imperative that a digital transformation solution brings these disparate solutions together and fosters collaboration so that inefficiencies can be addressed and processes can be streamlined.

Manual processes acting as a roadblock to business continuity

Manual processes are error-prone and can lead to rework. However, many organizations still depend on these manual processes. It is, therefore, important for businesses to be aware of the inefficiencies and enhanced operational costs caused by these manual workflows. Further, manual processes can be a roadblock to achieving business continuity in the long term. This is often the case when some team members leave, which can result in unstructured business processes and workflows taking a hit.

ServiceNow is Designed to Overcome the Challenges Business Face Today

ServiceNow has been designed to help organizations break free from legacy systems and workflows. It is a top platform if you are looking to energize your business processes with digital transformation. Here are some areas in which ServiceNow has been designed to overcome key challenges faced by businesses today.

- Rapid solutions benefiting both customers and employees
- Lower cost, faster delivery time
- Supports innovation
- Tool for digital transformation
- Satisfied employees
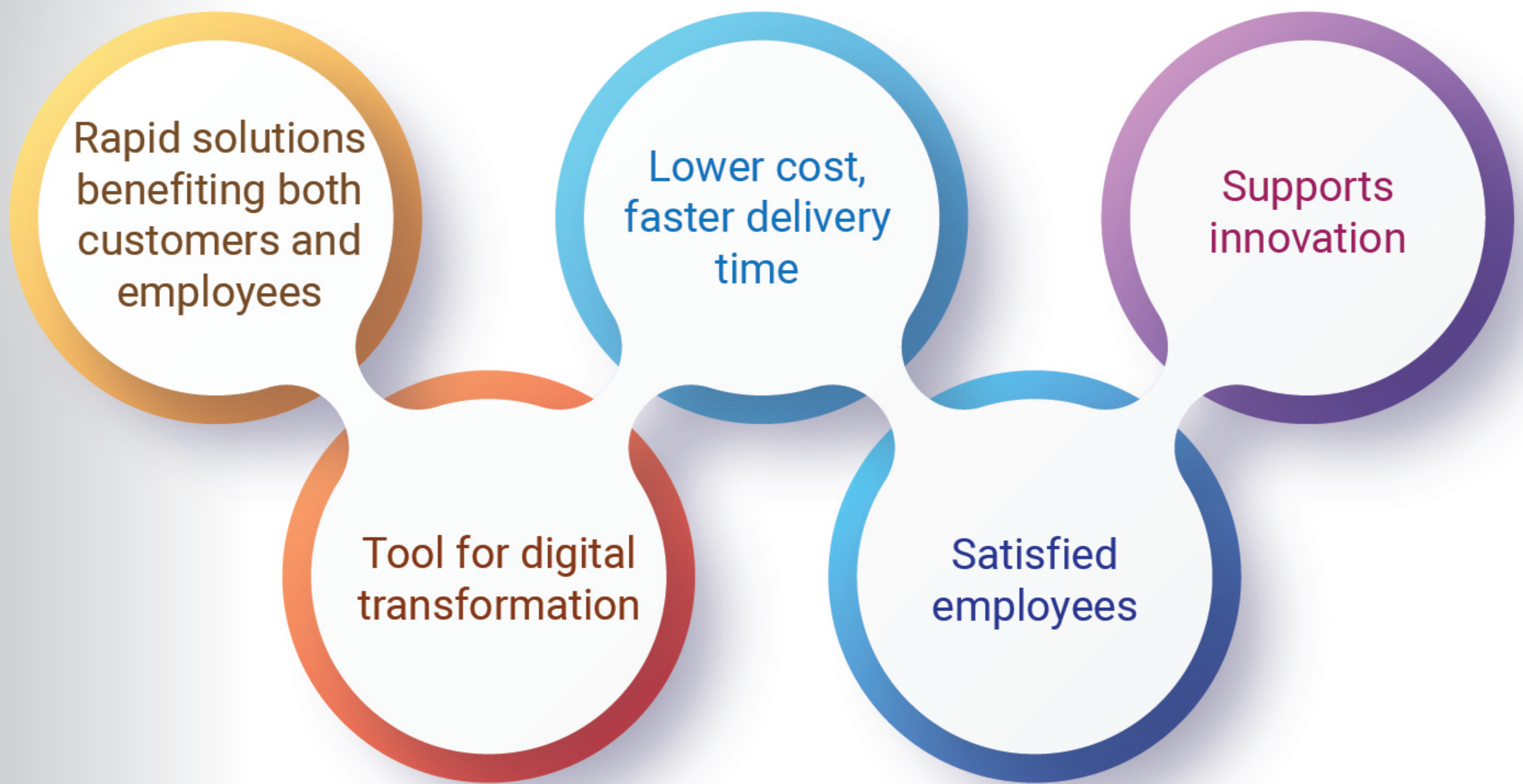
1 Rapid design, development, and deployment of employee/customer-focused services

Using ServiceNow, you can design and deploy solutions that can generate more revenue from existing customers. These solutions can also simultaneously benefit employees, creating a win-win situation. As part of the managed services portfolio, it can also help to generate more profits.

Implementing ServiceNow has also been shown to improve business productivity significantly since it fosters enhanced human resource management to ensure that everyone's productivity is optimized.

2 Dedicated tool to bring in digital transformation

The ServiceNow platform brings a lot more to the table than just enhanced ITSM capability. It can be used to significantly revamp legacy processes and systems to unlock new business opportunities. The revolutionary concept of "Citizen Development" is also supported by ServiceNow and together they can be used to get rid of legacy processes and systems.

These are then replaced with digital and streamlined workflows that promote employee wellbeing. When the employee experience is elevated, it transforms into much better customer service deliverables.

3 Reduced operating costs and quicker delivery time

ServiceNow's Customer Service Management (CSM) solution can be used to quickly create and introduce new services with minimal costs and time. It can also be used to come up with alternatives to existing solutions so that processes are streamlined and employee and customer satisfaction levels are enhanced.

Using traditional software development models can take weeks and months to design and develop new software. However, with ServiceNow, you can configure automated business workflows and reporting to deliver business value within very quick turnaround times.

4 Enhanced employee satisfaction

Employers looking to position themselves as an ideal workplace so that they can attract the top talent in the market stand to gain a lot by implementing ServiceNow. This is because the platform can be leveraged to transform and optimize employee experiences.

ServiceNow's streamlined workflows combined with improved HR processes can be used to provide much better employee wellbeing and experiences who then deliver better results. Also, companies can reduce employee turnover since the employees are already quite satisfied.

5 Greater support for innovation

With ServiceNow, developers can launch new applications and application updates quicker because of the solution's ability to fast-track internal processes. This helps businesses stay ahead of the curve and maintain a competitive edge.

One survey indicated that, with ServiceNow, developers could design applications 2.5 times faster than that without implementing ServiceNow.

How ServiceNow Optimizes and Transforms Companies

Better people management → **Reduced deployment time** → **Higher employee retention** → **Lesser time for design**

ServiceNow implementation to drive digital transformation helps companies in many ways, including:

■ Better workforce management for better results

Outdated business processes and legacy platforms often lead to process inefficiencies, increased costs, and governance challenges. They also lead to poor resource utilization, giving rise to a continual need to hire new personnel. Traditional workflows are also prone to errors and delays, and this can have a negative impact on customer satisfaction.

This is where implementing ServiceNow can help. ServiceNow helps to accelerate digital transformation across the organization so that processes become more efficient and consistent. Employees can also be freed from unproductive tasks so that they add more value to the organization.

Automating IT and other processes can free up resources. You can upskill them to work on more value-generating tasks. With automation also comes significantly reduced errors and delays which are the hallmark of manual processes. Functions like the service desk and customer management, among others, can be repurposed depending on business objectives. Automation can also free up significant amounts of time. One study showed that, with ServiceNow, organizations could repurpose 15% of their IT personnel to work on high-value

■ Reduced business application deployment time

The ServiceNow platform offers a wide range of solutions and benefits. These include the rapid designing and deployment of new services and applications. It can be used as a robust tool to keep up with the ever-evolving market challenges and customer needs. ServiceNow disrupts the functioning of traditional business models, forcing decision-makers to adopt new models and create value-adding services to satisfy employee and customer expectations.

SerivceNow can also be used to ensure the compliance requirements and challenges of customers, which is often difficult to fulfill. The volume of customer data is constantly increasing and needs an automated solution to keep track of and maintain. ServiceNow is perfect for this kind of activity. It can also be used to maintain automation requirements for compliance with transaction-based business models and services. Using ServiceNow can also significantly reduce the costs required to ensure compliance with industry regulations.

The ServiceNow platform is also ideal for businesses that have one-off project requirements. It can be used to automate the front and back end for the delivery of improved business benefits. Although there are other customer service workflow management options, none can guarantee the results that ServiceNow offers.

ServiceNow's cloud-based model also offers excellent cost-effectiveness as compared to its competitors. Another key feature is the short implementation and deployment time. Companies using ServiceNow can showcase the value they offer to their clients within weeks, resulting in better business prospects.

Businesses can also begin billing cycles within 6 months of launching new services. This is much less than the minimum of 1 year it would take if using traditional customer service solutions. Also, the time spent training the team is much less with ServiceNow than with traditional channels.

■ Better talent retention
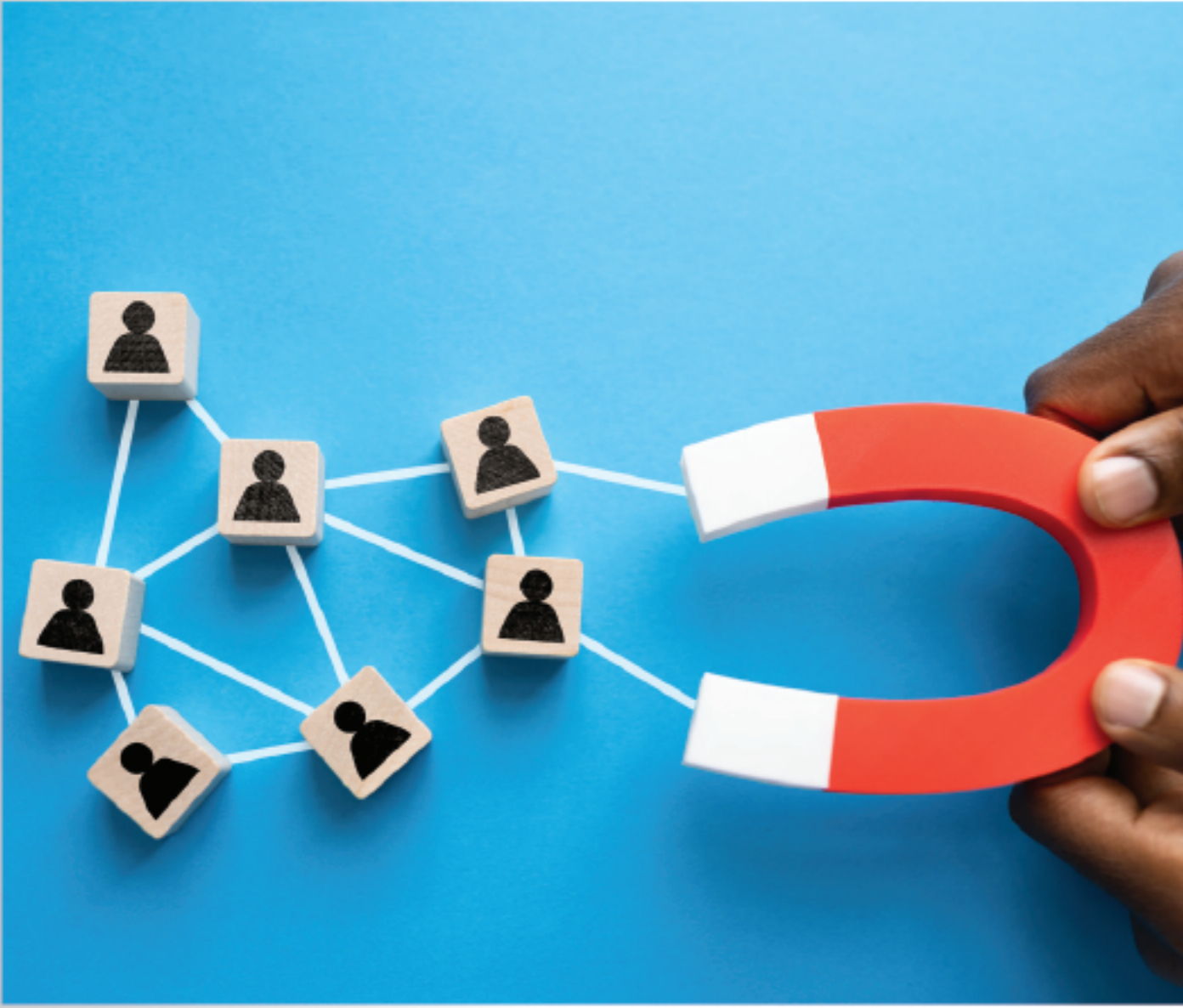
ServiceNow is highly useful and valuable when it comes to fostering innovations that promote a better experience for both employees and customers. Top talent in the industry often looks to join firms that have a better digital footprint, and ServiceNow can help you ensure that your digital footprint is maximized and running optimally. This is more so for top talent that is looking for higher salaries and positions.

Using the ServiceNow platform, you can introduce uniformity, consistency, and structure at the office or workspace. It can streamline disparate employee workflows like expense and travel management, leave requests, employee onboarding, annual appraisals, employee engagement programs, and much more.

The platform can also be used to enhance the satisfaction level of developers. With testing automation, a streamlined incident management workflow and system, and continual automation and deployment abilities, the work of developers can become more streamlined and focused. Developers can now work dedicatedly to provide the best solutions to customers. Also, once developers are satisfied, it leads to better employee retention and translates to better service deliveries since the developers are now motivated to do better.

The costs related to talent acquisition and onboarding can also be reduced significantly. This is because greater employee retention results in less need to acquire new talent, which naturally reduces the cost to acquire new talent.

■ Reduced application designing time

The "Citizen Development" concept is not new, but it has gained widespread prominence in recent years. Going against the grain of traditional software development, it involves the use of no-code and low-code tools to deliver the same result as traditional software development workflows. Therefore, there is still some hesitancy among developers.
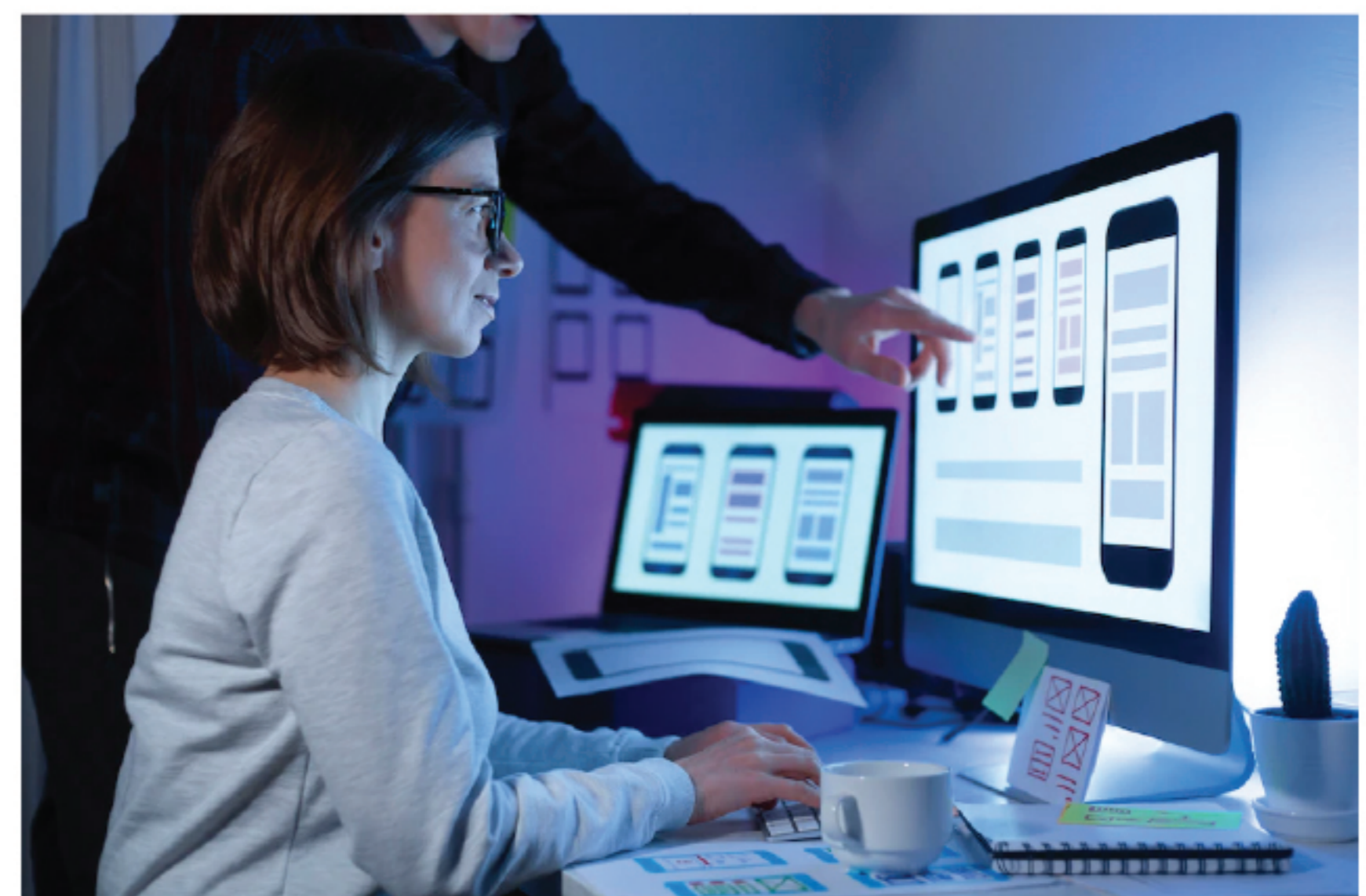
The ServiceNow platform fully supports the concept of Citizen Development, and many organizations can implement ServiceNow solely for its Citizen Development program. Once implemented, organizations can enjoy benefits like increased throughput, reduced developmental costs, and enhanced user experience. All this also results in a quicker time to

Individuals associated with the digital transformation initiative can also add value to the organization by getting involved in the citizen development program. The program, in such a case, will perform much better. In organizations with complex initiatives, business analysts and developers can be used in tandem to reduce the design, development, and deployment time of applications and services.

How ServiceNow
Benefits Organizations

1 Better ITSM process

2 Work is simplified

3 Digital transformation

4 Better IT security

5 Quick action if there's a problem

6 Better employee experience

7 More visibility to IT, better project management

8 More customer satisfaction

ServiceNow benefits businesses in many ways, including:

Improves ITSM

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The service portal of the platform makes request servicing a seamless and intuitive process. The Agent Intelligence tool of the platform automatically identifies, categorizes, and assigns tasks to the relevant individual. This automation helps businesses to gain increased IT service visibility and control.

Simplifies Work

Implementing the ServiceNow platform is not all about streamlining processes and work-flows. It also makes the work of people across the organization much easier. Simple tasks can be made simpler while the effort involved in performing complex tasks can be reduced significantly. The platform can also be used to automate, digitize, optimize, and predict processes and workflows.
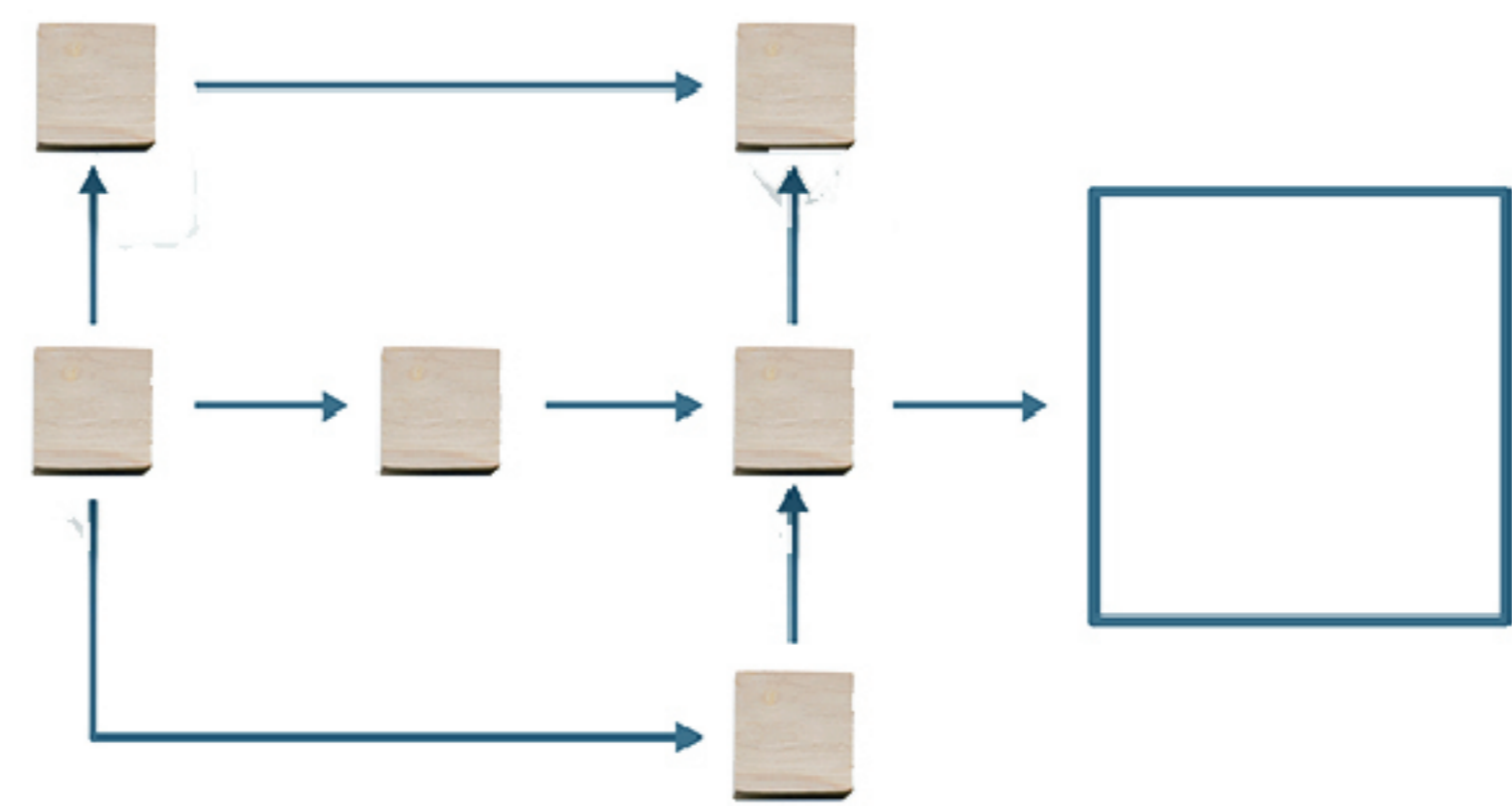
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Delivers apps to digitize processes
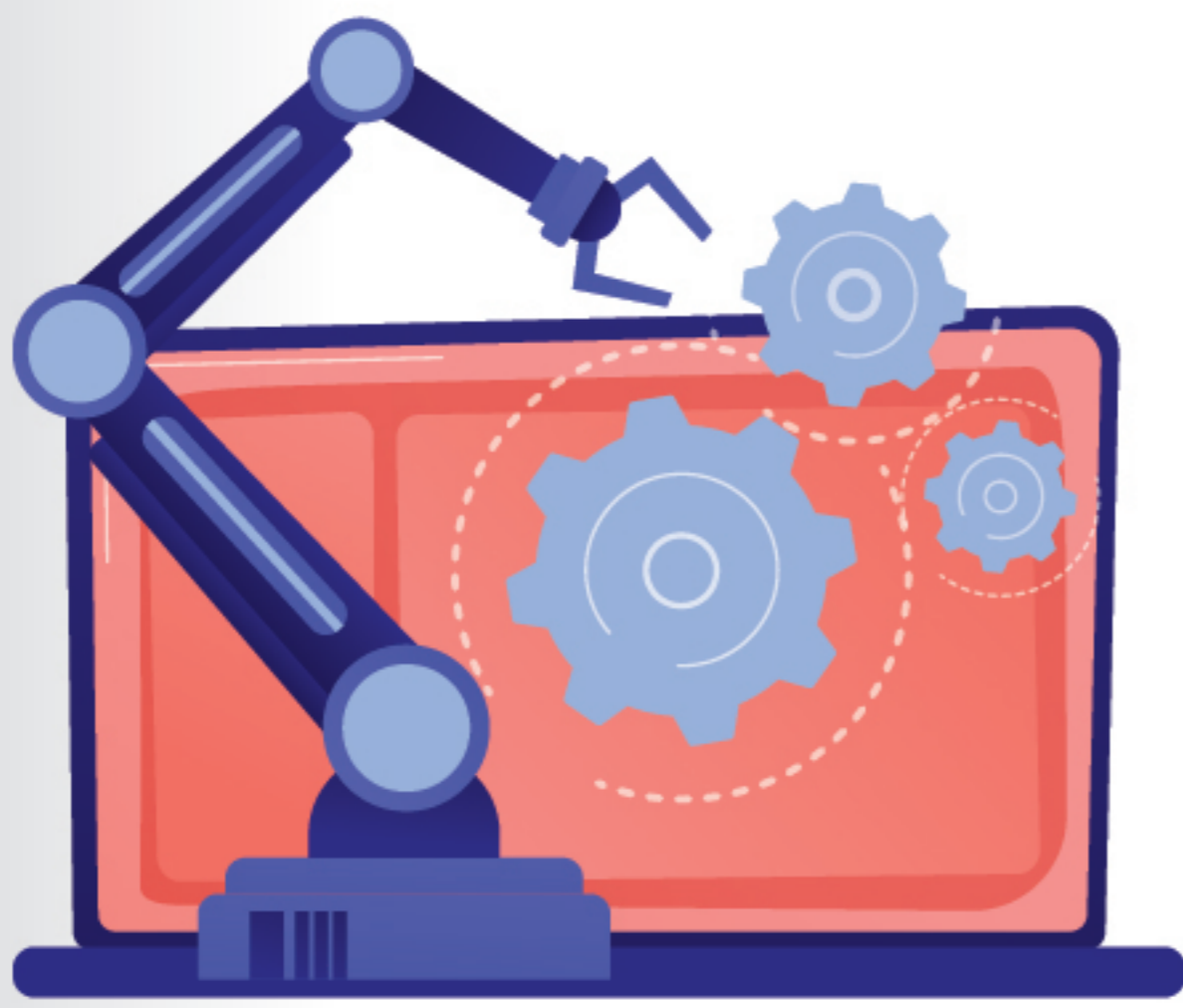
ServiceNow can help enterprises automate processes, transform experiences, and make the business more cohesive and structured. Traditional software development and deployment strategies are often no longer valid, effective, or efficient in modern IT setups.

The service portal of the platform makes request servicing a seamless and intuitive process. The Agent Intelligence tool of the platform automatically identifies, categorizes, and assigns tasks to the relevant individual. This automation helps businesses to gain increased IT service visibility and control.

Overcomes IT security

ServiceNow allows users to prioritize and address security issues based on the impact they can have on the business. Security tools can be leveraged to obtain the data about security incidents and vulnerabilities, and these can be added to the response engine. However, to prioritize and resolve issues faster, the engine needs to have smart workflows and automation.

Reduces or eliminates service outages
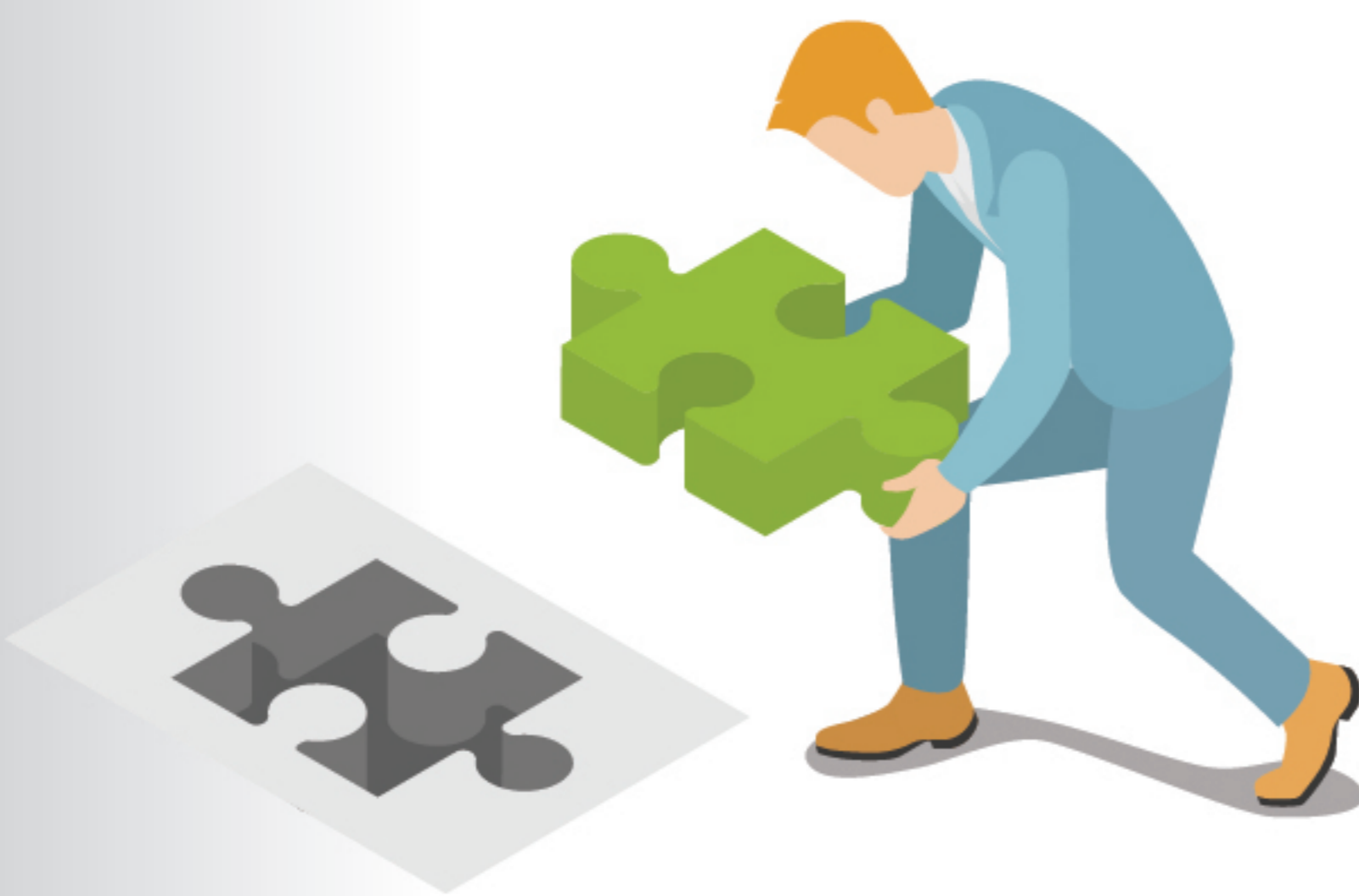
If services outages are weighing you down and having a negative impact on your customer experience, implementing ServiceNow can help. With this platform, you can identify disruptive elements, present and future problems, and take the corresponding actions to deal with the problems and elements.

With ServiceNow, you can add operational information, enable IT teams to identify, predict, and respond to issues as soon as they occur, and eliminate outages.

Improves employee experience

Implementing the ServiceNow solutions improves HR efficiency, thereby making it easier for your employees to get relevant HR data in minutes. Modern employees expect to have access to all their important details in one place and ServiceNow can help. With ServiceNow, you can provide a personalized experience and enhanced service levels to all your employees.

With ServiceNow, you can add operational information, enable IT teams to identify, predict, and respond to issues as soon as they occur, and eliminate outages.

Gives better visibility to IT departments

By implementing ServiceNow, you can get better visibility into your assets, finances, portfolio, and business in general. You can also accelerate your service delivery. With operational demand and centralized business, you can also make better-informed decisions. You can also prioritize and align your business objectives by order of importance. With better coordination and project management, you will significantly unlock quicker and better service deliveries.

Increases customer satisfaction

Given all the internal improvements you will experience when you implement the ServiceNow platform for your business, you can expect that your customers' satisfaction levels will increase drastically. High-quality service design and delivery will ensure that complaints are minimized or eliminated. Even if some persist, you will be in a better place to handle them. Your support team will experience a reduction in their workload and your customers will obtain a better experience when they deal with your firm.

Summary

Digital transformation is the need of the hour today for businesses that want to remain competitive and successful. ServiceNow is a digital transformation tool that can help businesses rapidly transform themselves to succeed in today's digital world. With ServiceNow, businesses can transform the way they do business, all while delivering better experiences to their customers and employees.

ServiceNow supports concepts like citizen development and is thus changing the way applications are designed by businesses. With ServiceNow, the time taken to design and develop applications can be cut by almost half. It is a building block for modern businesses that want technology at the core of their processes and operations.

Any digital transformation strategy is incomplete without proper tools, and ServiceNow is the leading one. To ensure a successful digital transformation for your business, you must leverage all the features of this platform's powerful capabilities.

With ServiceNow as a common platform, teams from across the enterprise can collaborate on specific company missions and deliverables. You can also eliminate silos and get rid of errors and delays in your service delivery. After all, for any enterprise-wide digital transformation to occur, it should be available uniformly across the organization.

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