Beyond Ordinary…
Driving digital transformation through digital platforms
80% of CEOs believe they deliver a superior experience...

But only 8% of their customers agree...
What is a Digital Experience?
Digital Experiences

A single interaction

vs.

The sum of all digital interactions a user has with an organization
Is it all about interaction?

TOUCHPOINTS

AVAILABILITY

INTERACTION

DEPTH

IMPRESSION

ENGAGEMENT
What about us?
‘Artificial intelligence will not replace human intelligence. Blending the best technology with the power of people will be the difference between good and great’

HSBC, Human Advantage: The Power of People, July 2018
Mixed Reality Experience Designer
Algorithm Mechanic
Ways of Working
Great experiences
Work today
Great experiences

Complex
Why is this so hard?

- Complex legacy systems
- Operational silos
- Changing regulations
- Time/resources
Key friction points

- Don’t know how to do something
- Too much frustration in executing the process
- Don’t know who to contact
- Policy and procedures are not well understood
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<th>Experience outcomes</th>
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<td>Growth</td>
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<td>Care during</td>
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<td>Purpose alignment</td>
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<td>and belonging</td>
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<td>Business productivity</td>
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<td>Engaged workforce</td>
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Moments that matter

I want to KNOW
Search for a policy or “how do I ...” process-related information

I want to SELF-SERVE
Complete simple tasks such as order items, approve requests or update information

I need HELP
Receive help to resolve issues or complete complex tasks

I need CARE
Receive personalized service, information and assistance for key life-cycle events
Digital Workflows create great experiences and unlock productivity

- Badge set-up
- PC hardware
- Payroll
- Manager notifications
- Network access
- Desk set-up
- Security
- New hire training

Hello James

Upload Your Drivers License
Request Onboarding
For James Anderson
Due in 2 days

My Requests
Request Onboarding
For James Anderson
7 To-Dos
3 days ago

Popular Items

View All
# Employee Experience journey

**Moments that matter**

<table>
<thead>
<tr>
<th>Engage and Commit</th>
<th>Onboarding</th>
<th>Ramp Up/Contribute</th>
<th>Grow &amp; Transition</th>
<th>Offboarding/Alumni</th>
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<td><strong>Processes, Policies, and Tech</strong></td>
<td><strong>Insights</strong></td>
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<td>• Company research</td>
<td>• Who is ServiceNow?</td>
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<tr>
<td>• Find connections</td>
<td>• Is it a good opportunity</td>
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<td>• Find appropriate role/program</td>
<td>• Am I a fit?</td>
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<td>• Interviews</td>
<td>• Do I know people there?</td>
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<tr>
<td>• Share the news</td>
<td>• Who is my community?</td>
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<tr>
<td>• Say Yes</td>
<td>• What do I care about?</td>
<td></td>
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<tr>
<td>• Digital commit process</td>
<td>• What tools do I need?</td>
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<td>• Virtually meet the team</td>
<td>• How do I navigate?</td>
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<td>• Attend NHO</td>
<td>• How do I support my family?</td>
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<tr>
<td>• Get familiar with (Tech, Compliance, Facilities, Finance)</td>
<td>• Did I finish everything to be onboarded?</td>
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<tr>
<td>• Learn culture, skills and values</td>
<td>• What’s important right now in the company...in my team?</td>
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<tr>
<td>• Learn about your org (strategy, goals, key players, processes)</td>
<td>• What’s my first assignment?</td>
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<tr>
<td>• Development plans</td>
<td>• Am I fitting in?</td>
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<tr>
<td>• Promotion</td>
<td>• Am I aligned with the company’s brand and strategy?</td>
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<tr>
<td>• Transition (Internal transfers / global mobility)</td>
<td>• Am I being recognized according to my expectations?</td>
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<tr>
<td>• LOA</td>
<td>• How can I continue growing and keep engaged?</td>
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<tr>
<td>• Solve “problems”</td>
<td>• Transition out of the company</td>
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<tr>
<td>• Grateful for the experience</td>
<td>• Join Alumni Community</td>
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<tr>
<td>• Celebrate new journey</td>
<td>• I feel like my career has changed for the better</td>
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<td>• I feel connected and still loyal to the company</td>
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<thead>
<tr>
<th><strong>Desired Emotional State</strong></th>
<th><strong>Offer accepted</strong></th>
<th><strong>Orientation Complete</strong></th>
<th><strong>90 days</strong></th>
<th><strong>Transition</strong></th>
<th><strong>Stay in touch</strong></th>
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<tbody>
<tr>
<td><strong>Excited about new opportunity</strong></td>
<td>Welcome to the team</td>
<td>Communicate learning plan</td>
<td>Celebrate wins</td>
<td>Understand if there was anything they could have done differently</td>
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<tr>
<td><strong>Ready for Day 1</strong></td>
<td>Prepare for ramp stage</td>
<td>Communicate first assignments</td>
<td>Give ongoing feedback</td>
<td>Incentivize alumni to keep engaged with ServiceNow</td>
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<tr>
<td><strong>Super motivated to deliver</strong></td>
<td>Build onboarding plan</td>
<td>Now at Work</td>
<td>Conduct periodic performance and comp. review</td>
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<tr>
<td><strong>I belong here</strong></td>
<td>Applicant portal</td>
<td>Employee Portal</td>
<td>Guide through career growth and development</td>
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<tr>
<td><strong>Transition</strong></td>
<td>Now at Work</td>
<td>Learning Platform</td>
<td>SURF Policies and Procedures</td>
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<td><strong>Stay in touch</strong></td>
<td>Slack</td>
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<td>Workday</td>
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<td>Policies and Procedures</td>
<td>90-day check-in survey</td>
<td>Employee Voice Survey and Action Plan</td>
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<td>Talent engagement level</td>
<td>Talent Analytics (Dashboards &amp; Analysis)</td>
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<td>Onboarding Surveys</td>
<td>Talent Analytics (Dashboards &amp; Analysis)</td>
<td>Exit Surveys</td>
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<td>Profile of accepts</td>
<td>Talent Analytics (Dashboards and Analysis)</td>
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<td>Predictive “wins”</td>
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As companies move to cloud services...
APPLICATION

DATA

INFRASTRUCTURE
We see a consolidation onto strategic platforms...
Today’s experience of making work flow

Sales
- salesforce

Engineering
- AWS

Operations
- SAP

HR
- Workday

Finance
- Oracle
Intelligent User Experience / System of Action

Sales  Engineering  Operations  HR  Finance

A  D  I  A  D  I  A  D  I  A  D  I  A  D  I  A  D  I
Team communication
Access portal, Company intranet

Team productivity

Document collaboration

Access Layer

System of Action

Developer tools
Analytics & visualization
AI / ML
Integration
Process automation
Process optimization

CRM
HCM
ERP database

FMS
EAM
SCM

IT

System of Record
Experience dimensions

**Technology**
Tools and systems that make routine work easier, simpler, and faster

**Culture**
Spaces, both physical and digital, where employees can be themselves

**Workplace**
Put people at the heart of the business and infuse empathy and a sense of belonging
Your intelligent new office buddy
Cobots…

• Get used to working alongside intelligent machines in close proximity

• A new level of workplace personalization, refinement and discovery is coming to our daily routines

• “Intelligent agents” are capable of interpreting emails, flagging important tasks and even unsubscribing from newsfeeds that we never open, and more!
Data builds the foundations....
100,000’s of Tasks Manually Triaged & Dispatched

Manual task dispatching contributes to wasted time, cost and efficiency

REQUESTER

- Request Service
- Self-Serve
- Machine Notifications

ACTIONER

- Categorize, Prioritize & Assign
- Collaborate
- Solve Issues

100,000’s Tasks
Categorize & Route Work With Predictive Intelligence

Personalized adaptive intelligence tailored to each customer and their own historical data

**REQUESTER**

- 100,000’s Request Made With Short Description

**Predictive Intelligence**

- Resolve Faster

**INTELLIGENT ACTION**

- Categorization
- Assignment
- Prioritization
Correlation

Virtual Agent technology

Search

Prediction

Robotic Automation
Increase customer engagement with automated messages tailored to customers/visitors’ profile

Reduce churn with predictive analytics.

Measure your Digital Experience strategy quantitatively.
Thank you

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**VP Innovation**  
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