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Think BIG

**Cultivating growth
and enhanced productivity
amid economic uncertainty**

**Featuring the latest strategies for productive employee
experiences, business agility, and digital transformation**



Our Think Big series of ebooks highlights critical issues of the day and offers key insights and recommendations from ServiceNow thought leaders.

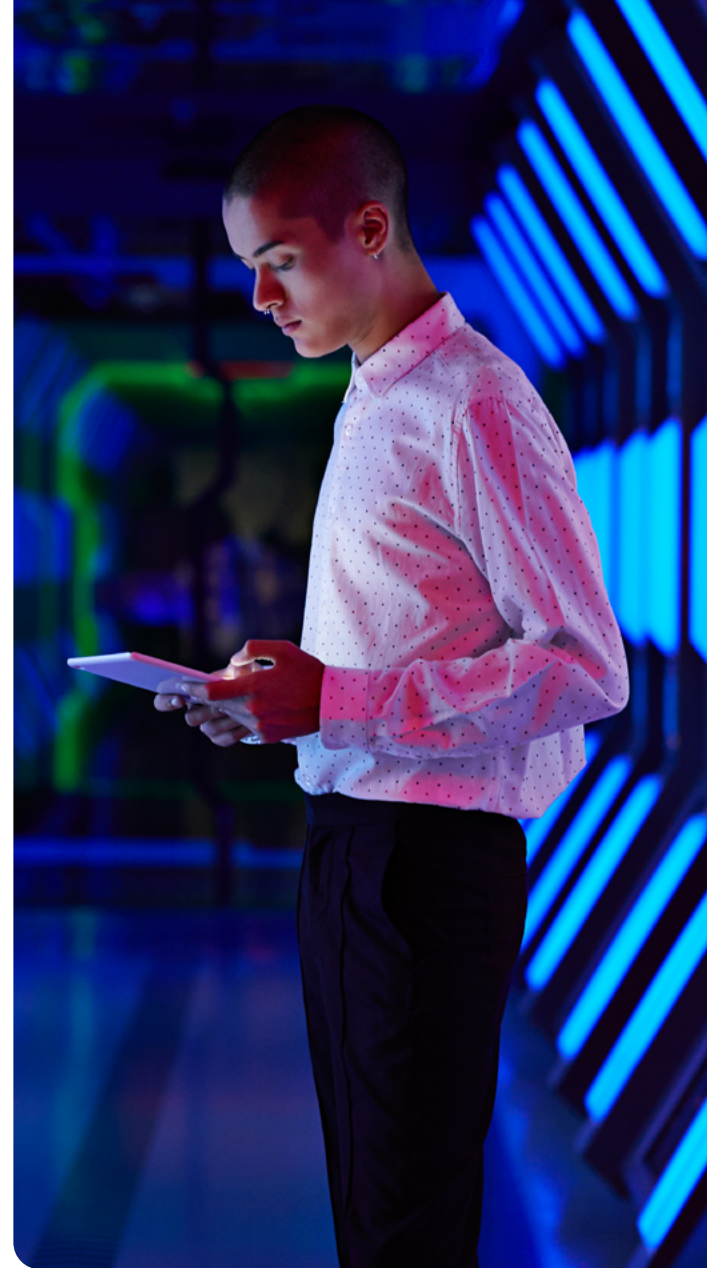
INTRODUCTION

In today's fast-paced and uncertain economic landscape, businesses are constantly seeking innovative ways to grow and remain competitive. HR leaders are faced with challenges to do more with less, expand the business while ensuring profitability, save money, and enhance employees' skills and satisfaction. How can companies across every industry evolve to not only meet these logistic and economic challenges, but exceed the goals and expectations of employees and business leaders alike?

Enter the era of sophisticated people strategies and intelligent automation solutions that transform the landscape of daily operations. Here, generative AI technologies create a new paradigm for workforce productivity and agility. This blend of innovation and strategy isn't just about keeping pace with changing times—it's about setting the pace and turning strategic digital transformation into an accelerant for innovation and growth.

But why is this shift so critical now? As businesses transform to meet the demands of today's economy, implementing strategic automation allows teams to accomplish more with fewer resources. This approach doesn't just address the immediate need for efficiency but lays the groundwork for a sustainable, profitable future.

It's time to think big about the future of your workforce. The journey toward more productive, cost-effective, and satisfying employee experiences begins with a commitment to innovation and a willingness to embrace new models for success.



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FROM SERVICENOW BRANDVOICE

Building your digital employee experience

Jacqui Canney
Chief People Officer, ServiceNow

Companies are focused on increasing the efficiency and productivity of their operations to help them thrive in tough times. It is essential for organizations to think about the HR experience they want to design—from onboarding to learning and development.

People have always wanted to improve their skills to lead to the next job, experience, promotion, or raise. Today, there is technology that can capture data with predictability to move their skills forward, focus on improvements, and gain more proficiency through that experience.

Management can now verify employee skills and proficiencies with artificial intelligence and machine learning to help close gaps that in the past were managed by disconnected, siloed systems. With a skills intelligence platform, you will be able to develop employees' skills regardless of where they started.

Keep reading to explore insights on how to modernize the employee experience by reevaluating the workplace, upskilling your workforce, and investing in transformative technology workflows.



Jacqui Canney

First, let's explore ways to boost employee retention and drive business growth with a skills-centered, AI-enhanced approach.

FROM THE SERVICENOW BLOG

Optimizing talent development with AI

In the face of rapid technological advancements and evolving workforce needs, it's crucial to embrace a skills-centered approach to improvement. That means aligning the skills of your workforce with your organization's strategic priorities, business goals, and economic necessities. And the single most critical key to achieving this alignment? Empowering employees with growth opportunities that entice top talent, retain experienced workers, and secure the future of your business.

As millennials and Gen Z progressively make up more of the workforce, investing in their career growth has become crucial to the future health of any organization. In fact, 74% of Gen Z and millennial workers are willing to leave a job if the company doesn't invest in talent development, according to an Amazon-commissioned study.¹

To stay ahead, HR and business leaders must adapt to the changing landscape and invest in modern approaches and technology to foster sustainable and systematic employee development. With the emergence of new AI tools, employee skills and learning have entered a new era of intelligence and people-powered innovation.

Read the [full article](#) on the ServiceNow blog.

¹ Workplace Intelligence, [Upskilling Study](#), October 27, 2022



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When we enable a new operating model with a skills-powered talent marketplace, it's a game changer.”

Kelley Steven-Waiss

Chief Transformation Officer
ServiceNow

Source: ServiceNow, [The future is skills, not jobs](#), September 22, 2023

Leaders urge skills-focused talent strategies

84%

of business leaders think talent approaches need to reflect a focus on skills rather than traditional job roles^a

63%

of HR executives say they are using skills-related technology embedded in core HR information systems^b

33%

of HR executives say they have a single source of skills data across the entire workforce^c

^a Beamery, [Navigating the Changing Talent Landscape](#), 2023

^b Deloitte, [The skills-based organization: A new operating model for work and the workforce](#), 2022

^c Ibid.



Now, let's look at how investing in the right technology will fuel exceptional employee experiences.

FROM SERVICENOW

Investing in workflows for better employee experiences

HR digital transformation isn't just a switch you can flip. It's a never-ending process that starts at a different point for every organization and department. By automating routine tasks and predicting what people need, teams are empowered to focus on the highest-impact work.

Boost efficiency and productivity

HR leaders must be able to demonstrate how technology investments improve productivity and efficiency across the workforce, especially in times of economic uncertainty. Although employees spend hours attending meetings and answering emails, many feel like they are not accomplishing anything. Even if they are productive, they are not necessarily efficient.

With digital solutions that automate tasks and insights, leaders can predict what their people need and streamline the employee experience without spending a fortune upgrading or buying new systems. Organizations can simply integrate their existing systems on one platform to create a vastly improved experience.

Integrate HR and digital technology teams

Business leaders want to know what kind of value they are getting from their technology investments. They also want to improve productivity and efficiency across the workforce.





According to a new ServiceNow-sponsored IDC survey, although more than 40% of employees said they were concerned about the impact of automation on their jobs, the wide-ranging survey revealed that almost all employees recognized benefits automation could bring to their own roles as well as their companies.²

The survey distinguished between tactical and strategic automation. While tactical automation is defined as one-off steps that are scattered throughout an organization, strategic automation relates to larger, enterprisewide automation strategies that empower employees, increase long-term firm value, and help companies respond to challenges more quickly. Used in this way, automation can help address issues such as low productivity, high job attrition, and skills shortages.

Empower employees to easily self-serve and reduce live agent support

Employees become frustrated when they must navigate between siloed HR systems or multiple employee portals to find information and support. The byproduct of this frustration is often a high volume of simple and repetitive HR cases that overwhelm your HR staff's time and resources.

Self-service capabilities such as chatbots are not just add-ons but core elements that empower employees to manage their tasks efficiently, lightening the load on HR agents and simplifying complex processes.

"For years, organizations have struggled with creating helpful HR chatbots," says Gretchen Alarcon, senior VP and general manager of employee workflows products at ServiceNow. "In 2024, generative AI will reinvent the HR chatbot to create a new support mechanism for employees." In addition, she says: "One of the opportunities with generative AI is going to be that it can know, using the large language model, what the employee is looking for and be able to help guide them more directly through to the policy that they're looking for, or even tying them directly into the workflow that they need to do."³

Read more in the [ServiceNow blog](#) and [Workflow Quarterly](#) magazine, presented by ServiceNow.



² IDC and ServiceNow, [Why Strategic Automation Empowers Employees](#), September 2022

³ ServiceNow, [Year two of the AI revolution](#), January 18, 2024

As we look to the future, our next piece explores how business leaders will need to reach beyond traditional tech talent to recruit and train people from a broader spectrum of backgrounds to succeed and thrive.

FROM SERVICENOW WORKFLOW

Upskill and future-proof your workforce

Experts agree that automation technologies will disrupt global labor markets. Workers in every industry will be impacted, as some job skills are automated while others are augmented via technologies that make workers more productive.

In response to these shifting realities, business leaders must fundamentally rethink who and how they hire. They must also help existing employees get things done, learn new skills, and grow into new roles.

Find more talent close to home

As AI and automation transform the workplace, companies worldwide are looking at a tech talent gap that could cost them \$6.5 trillion through 2025, according to IDC.⁴ By reskilling workers and placing them in higher-value roles, companies can close the talent gap and position themselves for success in a world defined by human/AI partnership.

As innovation accelerates, organizations around the world will need more, not fewer, tech workers to design, build, and maintain the systems needed to fully deploy emerging technologies.

⁴ IDC, [IDC FutureScape: Worldwide Future of Work 2022 Predictions](#), November 18, 2021



More satisfied employees = a more productive and profitable workplace

Dr. Amantha Imber, organizational psychologist and founder of behavioral science consultancy Inventium, says, "Focused work is the currency of knowledge workers; but we're operating in an environment of distraction, contributing to more shallow, less cognitively demanding work... Leading companies recognize that undertaking deep work in the age of digital distraction is a valuable skill that can be taught—and they're teaching it."

The tough times ahead give leaders an opportunity to make work better. Investing in AI "machine mates" and automation will remove shallow work from employees' to-do lists, freeing up time for deep work and innovation. This promises productivity gains that will keep firms competitive and insulate against other cost-cutting measures.

Read more in [article one](#) and [article two](#) from Workflow by ServiceNow.



Final thoughts: Digital transformation in the new world of work

It's a common misconception that if you are cutting business costs, you can't prioritize the employee experience. This simply isn't true. By curating experiences for employees, organizations can boost employee productivity and engagement while saving time and resources.

With one intelligent platform, HR leaders can improve productivity, drive efficiency, and optimize workforce strategies—while also contributing to revenue and profitability in the following ways:

- Use AI-driven skills intelligence to create better talent strategies that increase employee satisfaction
- Make better and more informed talent decisions in the future
- Capture the evolving nature of modern work with the right tools for better agility and visibility
- Consolidate disconnected systems and streamline HR processes to bring the organization to the next level

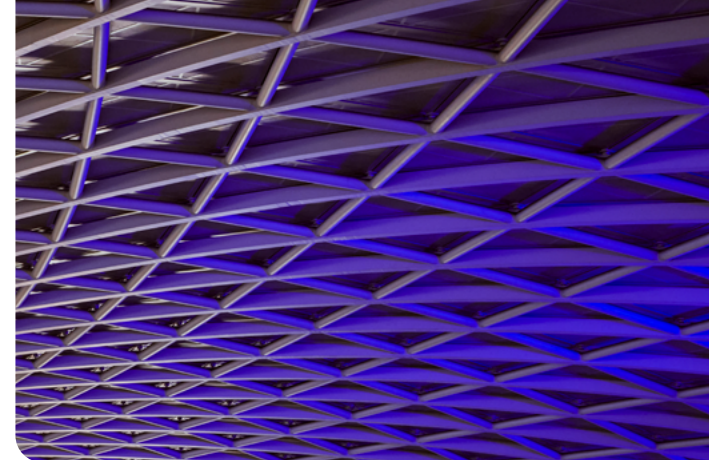
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HR strategy is tied to the business strategy. It's one strategy."

Jacqui Canney

Chief People Officer, ServiceNow

Source: HR Executive, [ServiceNow Chief People Officer Jacqui Canney on technology and HR](#), April 5, 2023



Discover more employee experience resources:

2 ways to boost employee output and cut HR costs

In this guide, you can explore two essential approaches to enhancing the HR experience that will improve workforce productivity and reduce costs.

Read Guide



3 steps to drive employee retention and business growth

In this ebook, you'll gain valuable insight about how your organization can fuel business growth while addressing talent gaps, increasing visibility into skill needs, and aligning career progress with aspirations.

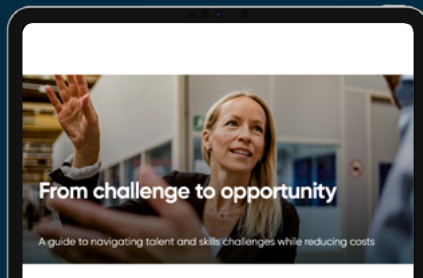
Read Ebook



From challenge to opportunity: A guide to navigating talent and skills challenges while reducing costs

Explore this ebook to learn how to successfully overcome some of the most difficult HR and tech challenges that organization leaders must face in today's tumultuous economic environment.

Read Ebook



Connecting the right people to the right work

Read this data sheet to learn more about the benefits of data-driven talent management strategies.

Read Data Sheet



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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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