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Modernizing The Corporate Consumer Experience & Engagement Model

Saurabh Dubey, Mia Shoup, April 5th, 2024

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Welcome and Introductions

Mia Shoup

Sr Manager in Global Business Services, Deloitte Consulting LLP.

Customer Experience Lead for Finance and Performance

Saurabh Dubey

Director in Technology Strategy and Transformation (US), Deloitte Consulting LLP.

GBS on Now lead for the Americas

The Purpose of Today's Session

Explore how GBS organizations can address

common challenges by delivering a

unified customer experience, across a

varied persona base and drive value with an

elevated GBS end user experience

Overview of Customer Experience

Part 1

Typical challenges faced by a GBS organization(s)

We consistently hear the common themes outlined below from our GBS leaders; in recent months there has been an increased focus on enhancing trust as a mechanism to address GBS adoption, workforce engagement and retention

Poor Data and Analytics capability
- Data is stored across multiple systems
- Source data quality is variable at best
- Insights are not across e2e process
- Inflexible reporting functionality is not fit for purpose
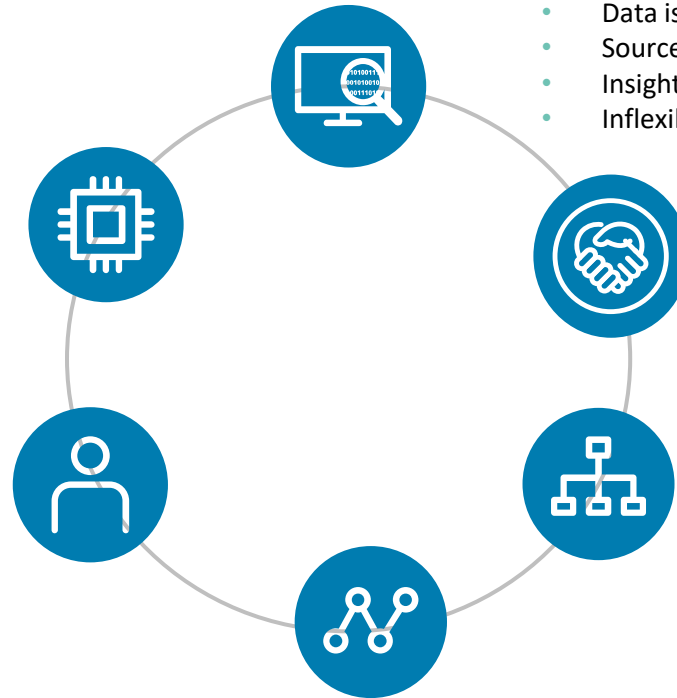
Fragmented Systems Landscape
- Multiple systems across each end-to-end process
- Causing inefficiencies, delays, errors and frustrations
- No holistic automation approach across GBS

Lack of Trust
- Transparency is lacking in the relationship with the GBS and their customers
- Low confidence in service quality and adherence to SLAs

Inconsistent Employee Experience
- Talent acquisition and retention challenges
- Variable e2e workflow management and self-service capability
- Covid-19 has shed a light on the importance of a seamless digital experience

Lack of Global Process Ownership
- Global process owners often lack real accountability to their 'customers' in the front office
- GBS can do more in terms of sharing insights with 'upstream' business activities

Limited Understanding of Operational Efficiencies and their Root Causes
- Insights fail to shed light on the real issues
- Progress cannot be tracked in real-time
- Increase pressure to improve operational efficiency

The Traditional Shared Services Model Does Not Meet the Needs of Customers

Emerging Need for Intelligent, Consumer-like interaction

36% GBS organizations feel integrated into overall business strategy

69% of customers seek to resolve as many problems as possible on their own

49% of shared services users suggest their interactions with shared services organizations are too reactive

PROCESS:
Traditional GBS / Shared Services value proposition

88% of shared services sponsors seek to reduce costs

84% of shared services sponsors seek to standardize and drive efficiency into processes

50% of shared services centers are viewed as the core process excellence and automation capability center

59% of organizations seek to use shared services to develop capabilities

TRANSFORM:
Opportunity to build transformative capabilities

Source: 2021 Shared Services Survey

Shared Services' next evolutionary step includes technology enabled, client-centric experiences whereby employees do not require knowledge of the organization to navigate it

GBS Corporate Consumer Experience Value

Going beyond the traditional value driving mechanisms and focusing on consumer experience is a focus for the next generation of GBS; creating value through enhanced trust, process optimization, efficiency and quality

Performance
Experience, productivity and speed

- One place to go for service
- Harmonization of contact channels and consistent communication
- Increase engagement with self-service
- Personalized, action oriented
- Faster time-to-market for digital business workflows and services
- Release from transactional activity

50% Employees less likely to look for a new job

2.0x Customers more likely to defend the provider from criticism

Source: Sources: Deloitte TrustID™ Workforce Survey, October 2021 (n=5,000) and Customer Survey, October 2022 (n=180,000)

Employer of Choice
Provider of Choice

Efficiency
Cost/TCO

- App, tool rationalization reducing TCO and driving economies of scale
- Reduction in call-center volume through better customer guidance and personalized information
- Streamline and automate workflows
- Dynamic workforce management
- Maximizing the usage of AI/ML/NLP

10-35%
Cost savings across major back-office functions

Source: Forester Research

Scalable Service on Demand

Quality and Value
Service and process

- Full transparency, one source of truth
- Improve alignment with business strategy and growth agenda
- Service Level Agreements (SLAs) for monitoring process efficiency
- Mitigate financial and operation risk of non-compliance
- Automate audits and control workflows

2x Improved customer satisfaction

4x Corporate Market Capitalization

Source: Deloitte | Designing the Workforce Experience with the Human at the Center (link); A statistical relation was found between Price to book ratio and Return on Equity ratio, for all companies—with a significant & distinguishable amplification for highly trusted companies

Continuous Improvement
and Value Creation

Driving value by increasing your end user experience reach
Targeting your broad persona base to deliver increased value through your GBS organization

Internal Back Office Customers

Examples of Customers
- Members of Finance, IT, Legal, HR, IT, Compliance, etc

Objectives
- Access an end-to-end service experience by integrating across organizational silos
- Drive service intelligence through insights and analytics
- Drive effective collaboration with other teams and departments

Value of GBSonNow
- A seamless platform that can support end-to-end value chains
- Increased service quality and performance
- Improved compliance
- Increased enabling function productivity

Internal Front Office Customers

Examples of Customers
- Customer facing internal teams, factory workers, staff in brick-and-mortar stores

Objectives
- Improve user experience by creating a single interface to access GBS services
- Be able to manage relationships affectively with external customers

Value of GBSonNow
- Reduced costs and improved efficiency (tool simplification) through simple, easy, mobile-first experiences
- Increased practitioner productivity
- Greater Customer and Employee Experience across organization
- One-stop shop for end user services

External Customers

Examples of Customers
- External stakeholders such as vendors, and customers

Objectives
- Voice issues and quickly resolve issues with members of the GBS organization
- Ensure issues are proactively addressed by members of GBS organization

Value of GBSonNow
- Provides a platform to experience seamless connectivity with member of organization
- Establishes a platform to foster long term relationships with external stakeholders
- Provides a platform to listen to customer feedback and monitor consumer sentiment

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Article

Welcome to the center office

The future of enterprise and shared services

Mia Shoup

Senior Manager and Customer Experience Lead For Global Business Services & Location Strategy

Saurabh Dubey

GBS on Now Lead For The Americas

For this article and more, download the GST Mobile App on the US Apple Store or US Google Play:
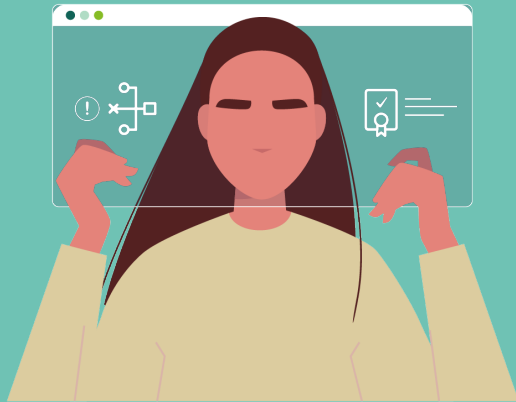
Google Play

Apple Store

Appendix

The most progressive GBS leaders are innovating around three key themes: Engage. Act. Perform.
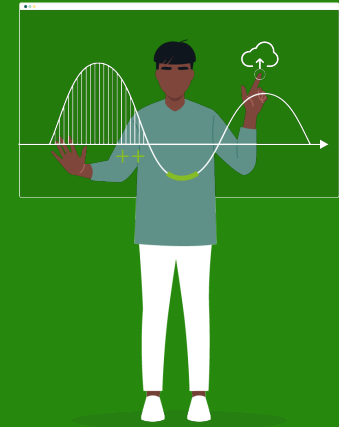

ENGAGE

Put humans at the heart of your design and create a one-stop shop for GBS services.
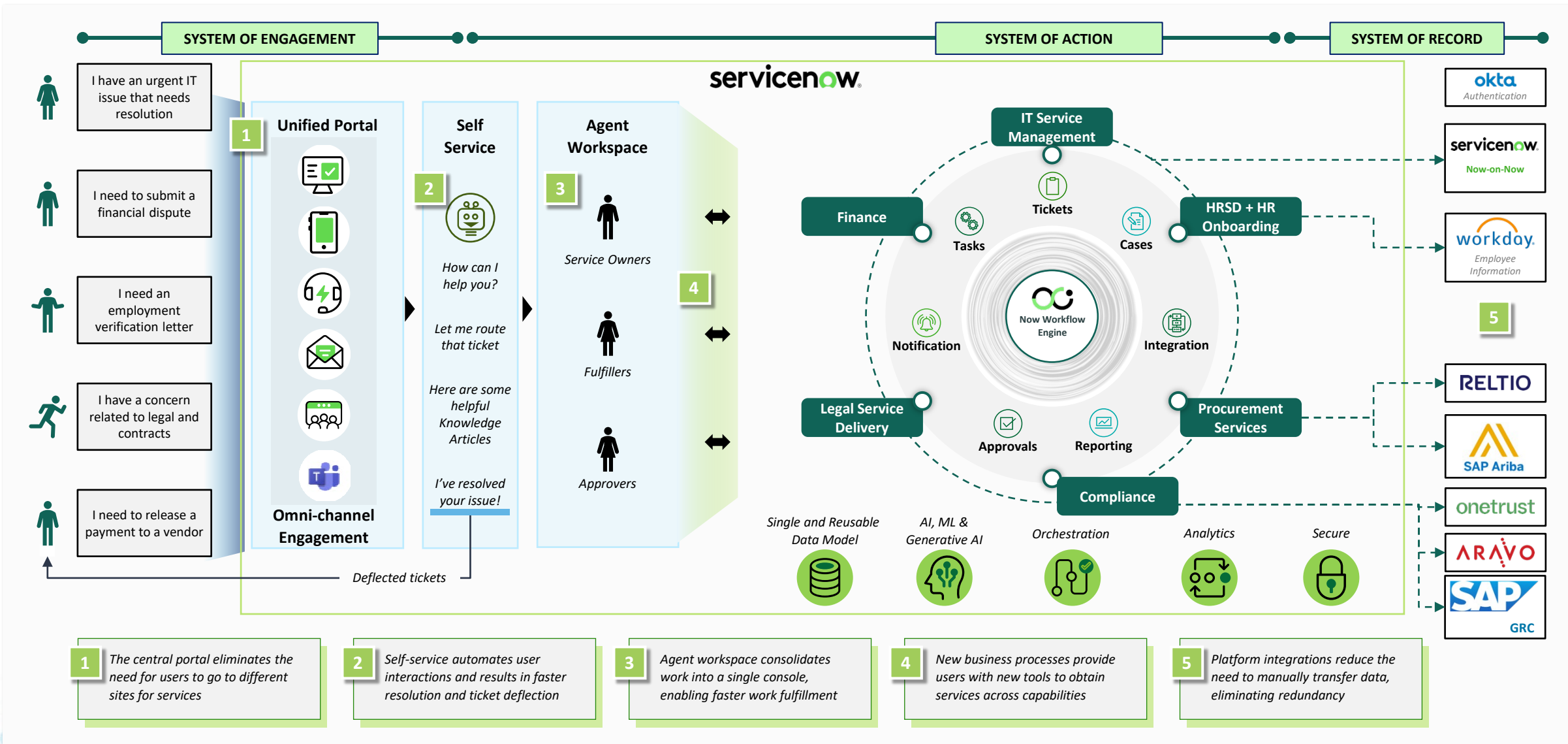
ACT

Go beyond robotic task automation and digitize work across functional silos.

PERFORM

Build a GBS command center to gain insights and analytics from across the enterprise.

GBS Enablement Through Technology

SYSTEM OF ENGAGEMENT | SYSTEM OF ACTION | SYSTEM OF RECORD

I have an urgent IT issue that needs resolution

I need to submit a financial dispute

I need an employment verification letter

I have a concern related to legal and contracts

I need to release a payment to a vendor

servicenow

1 **Unified Portal**

2 **Self Service**

How can I help you?

Let me route that ticket

Here are some helpful Knowledge Articles

I've resolved your issue!

3 **Agent Workspace**

Service Owners

Fulfillers

Approvers

Omni-channel Engagement

Deflected tickets

4

okta
Authentication

servicenow
Now-on-Now

workday
Employee Information

5

RELTIO

SAP Ariba

onetrust

ARAVO

SAP
GRC

IT Service Management
Tickets
Tasks
Cases
Finance
HRSD + HR Onboarding
Now Workflow Engine
Notification
Integration
Legal Service Delivery
Approvals
Reporting
Procurement Services
Compliance

Single and Reusable Data Model
AI, ML & Generative AI
Orchestration
Analytics
Secure

1 The central portal eliminates the need for users to go to different sites for services

2 Self-service automates user interactions and results in faster resolution and ticket deflection

3 Agent workspace consolidates work into a single console, enabling faster work fulfillment

4 New business processes provide users with new tools to obtain services across capabilities

5 Platform integrations reduce the need to manually transfer data, eliminating redundancy

Custom design that serves an experience worthy of your Customers

A mock-up of our CSM Portal Blueprint that applies Deloitte Digital expertise and meets international standards

Branding

A bright, clean and on-brand example of the Supplier Portal homepage. It's important to emphasise your values and the feeling of a one stop shop for all your supplier's needs.

Personalised

Personalised experience, recognising the diversity of supplier personas, their language and appropriate services and content items available to them.

Easy Access to External Systems

Our research has been used to outline the high level services for quick and easy access to the services employees/suppliers frequently need.

A standard taxonomy structure has been used so that the addition of services is simply an aggregated extension of this structured portal.

Supplier Portal

A single Service Catalogue that brings all services and knowledge articles together in one place for Suppliers acting as a single unified engagement platform. This makes it easy to expand services to other Finance towers like Contract to Cash.

A standard taxonomy structure for Knowledge aids easy access to information and facilitates self service over raising a case.

Actions

Suppliers have one home to see all their Cases and view any updates on these cases as and when they happen. This single pane view allows Suppliers to drive the progression of the workflows that sit behind their Cases.

Intelligent Case Deflection

Live chat available for Supplier conversations with Service Desk professionals. In the future, this can leverage Virtual Agent Chatbot with pre-configured conversations and Natural Language Understanding to deflect the 75% of queries closed on first time resolution by suggesting useful knowledge articles.

CLIENT LOGO Services ▾ Knowledge Submit an Issue Cases 1 Approvals 2

Hello Helen,
Welcome to FinanceNow

What can we help you with?

Quick links: Coupa iBuy Policies

Confirm Invoice Status
Ask us to confirm the status of an invoice

Statement Check
Upload your account statement to be checked against our records

View Open Purchase Orders
Review open Purchase Orders

Open Balance Confirmation
Receive an extract of your account in our books

Payment Notification
Sign up for automatic notification of payments

View Invoices and Payments
Review invoices and payment information

Let's Chat

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