



Thrive through uncertainty with ServiceNow

Safeguarding your top line and driving efficient
and effective bottom line performance



In an uncertain economy, companies that stay nimble and invest in technology get ahead—and those that don't risk being left behind.

A global pandemic, supply chain disruptions, rampant inflation, cries for social change, geopolitical instability, sustained climate issues – **today's business landscape has become precarious to say the least.** A recent Deloitte & Fortune CEO survey found that 80% of CEOs reported a decline in optimism with regard to business strategy and growth.¹ However, when faced with unpredictable market conditions, companies that invest in digital transformation are the most equipped to drive sustained value delivery. A Deloitte study revealed that during the COVID-19 pandemic, while organizations made substantial budget cuts in nearly every other category, most reported a **flat or increased spend on technology.**² Executives find it imperative now to drive technology investments or reinvigorate existing investment plans to grow past and protect against another crisis.



Thoughtfully incorporated technology can strengthen customer and worker experiences, keep a distributed workforce connected, increase retention rates, and streamline processes. All this creates a layer of protection against future disruptors, **safeguarding your top line and driving efficient and effective bottom line performance.** The key lies in knowing how to start your transformation journey. To that end, Deloitte enables transformations with ServiceNow, a cloud-based platform offering a range of enterprise-level services for managing digital workflows, including IT service management, customer service management, human resources management, and much more. During times of crisis, such as the COVID-19 pandemic, this holistic platform can help businesses retain revenue and reduce costs in numerous ways.



Connecting the dots from ServiceNow's product line to direct impacts on your balance sheet



To survive a financial crisis, safeguarding top line revenue is paramount for businesses. There are many ways to approach this through investment in technology. For instance, improving customer experience can prove to be essential to promote customer satisfaction and retention. A Gartner study on Effortless Experience published findings that **a customer's loyalty depends on how easy you make it for your customers to do business with you.**³ They reported that 96% of customers with "high-effort" experiences reported being disloyal, compared to just 9% of customers with "low-effort" experiences. Key sources of effort for customers included the need to contact for support more than once, being treated like a number, and having to repeat information. Offering your customers a centralized, personalized hub for self-service helps drastically reduce the effort required for service fulfillment. **When customers can solve their own problems they stop needing to make routine inquiries, allowing you to streamline the handling of high-touch cases that require your team's full attention.** Fulfillment teams are able to offer a broader service catalog and a more personalized response to your customers, with transparent and open channels of communication. Investing in a platform like this can also help you to ensure your work aligns with your business objectives and operating model, allowing you to prioritize products and services that best align with your strategic priorities. Reimagining your digital workplace will help to safeguard your top line before, during, and after a crisis.

Emerging technologies offer new avenues to reducing customer effort and beyond. We are on the brink of a technological revolution in the form of Generative AI (GenAI), which has the ability to significantly reshape the way we work. GenAI has already demonstrated that it possesses the capability of reducing user effort to accomplish highly complex tasks. Over 100 million users have found their way to platforms like ChatGPT and DALL-E, disrupting the norms in how we work, learn, and even express creativity. This technology possesses the business potential to **unlock truly effortless experience for customers and employees**, boosting customer retention and decreasing employee attrition. ServiceNow has recently announced their planned innovation in the Generative AI space under the banner "ServiceNow Assist".⁴ Investing in a technology platform that itself invests in the latest emerging technologies enables you stay on the cutting edge, translating into value for your business.





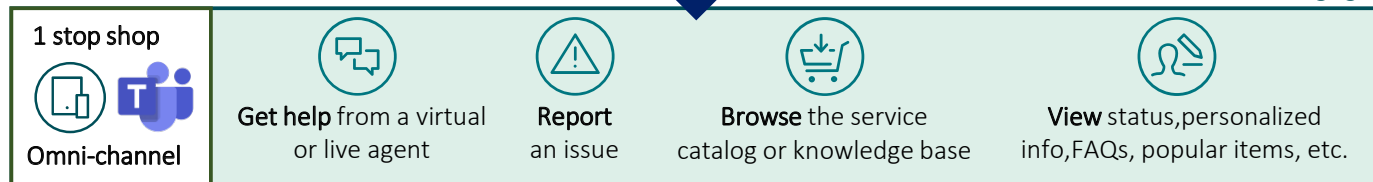
Happier and more productive employees, deliver better results
Streamlined and automated service delivery means happier employees at lower cost



? I want to do
I need help ?
? I want to know
I need care ?



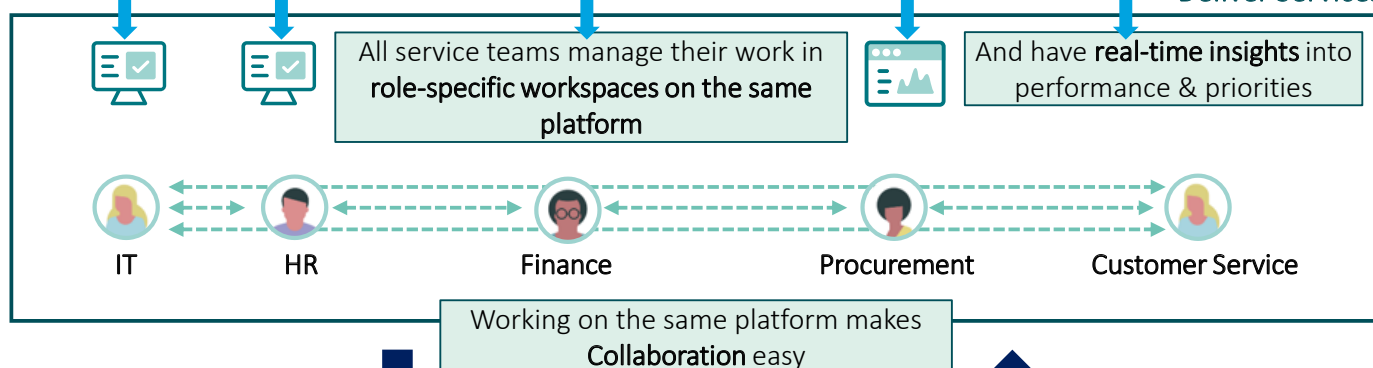
Engage



Orchestrate & Automate



Deliver Services



Workflows seamlessly integrated with systems of record enable hyperautomation

servicenow



SAP SuccessFactors



Microsoft

and more...

Benefits

Improved Employee Satisfaction

Increased People productivity

1 Place to find the answer

1 Platform to manage

1 Capability to set up and contract to manage

Easy & intuitive mobile first engagement

Digital Workflows powered by machine learning drive accuracy, efficiency & speed

Agents delivering collaboratively, timely and consistent consumer-like services

Cross-departmental frictionless workflows, hiding complexity

Better Service Management and Employee Experience with a one-stop-shop to get help from agents collaborating on the same platform



"A customer's loyalty depends on how easy you make it for your customers to do business with you."

-Gartner, 2019

Technological innovation also can have a strong impact on bottom line performance. Platforms like ServiceNow help businesses **automate and streamline internal operations, reducing manual labor and increasing efficiency**. Many businesses today are looking at digital transformation to optimize their IT and HR operations, but investment in technology can go beyond to have far-reaching benefits. A connected supply chain which automates inventory tracking, procurement, and logistics promotes efficiency and reduces operating expenses. Integrated risk management with a lens on environmental, social & governance (ESG) can help to **avoid costs associated with noncompliance**, and improve brand positioning. ServiceNow supports the unification of global business services into a centralized platform, increasing employee and customer experience whilst providing efficiency gains that give time back to business. This improves user satisfaction and maximizes employee retention.



In conclusion, businesses that invest in digital transformation are proven better equipped to drive sustained value delivery and weather unpredictable market conditions. Furthermore, investment in technology should not be siloed but rather take a holistic lens on streamlining business processes and making them accessible. ServiceNow and Deloitte, with their horizontal approach across business domains, can help you realize these benefits with a unified platform integrated across your existing application landscape to streamline processes, leverage synergies, and drive automation. Digital transformation can help businesses safeguard top-line revenue and maximize bottom-line performance. Whether your business is preparing for, adjusting to, or recovering from a financial crisis – **prioritizing innovation will set you up to thrive within an unpredictable market landscape.**



Contact your Deloitte and ServiceNow team to get started



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⁴<https://www.servicenow.com/company/media/press-room/gen-ai-now-platform.html>

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