servicenow

The Era of Experience is Here!
The Future of Work

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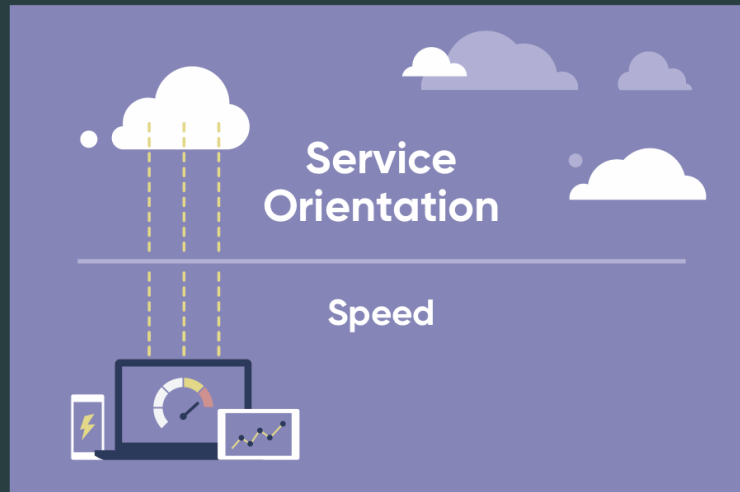
Process Management

Cost

Infrastructure
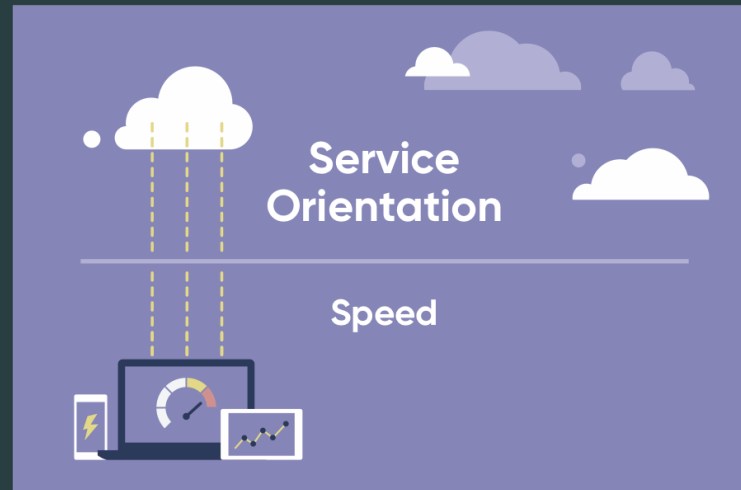
Process Management

Cost

Infrastructure

Service Orientation

Speed

Cloud

The New Era Is Here!

Infrastructure

Process Management

Cost

Cloud

Service Orientation

Speed

Experience

Deliver Great Experiences

Competitive Advantage

The Future of Work - Beyond 2018

The 4th Industrial Revolution

1st	2nd	3rd	4th
Mechanization, water power, steam power	Mass production, assembly line, electricity	Computer and automation	Cyber Physical Systems
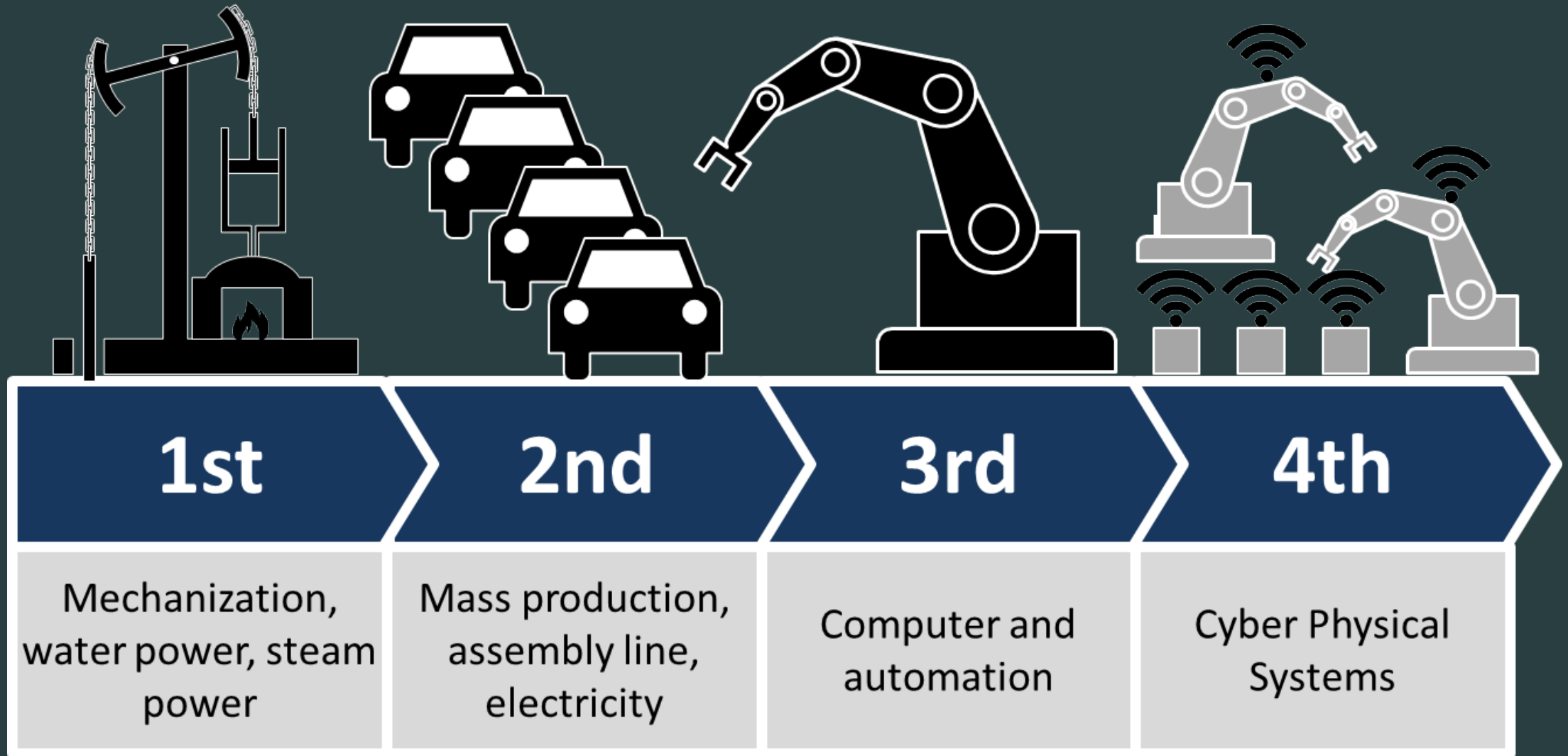
Industry 4.0 - Principle

By connecting machines, work and systems, businesses are creating intelligent networks along the entire value chain that can control each other autonomously.

now.

Tradition vs Industry 4.0

- Siloed
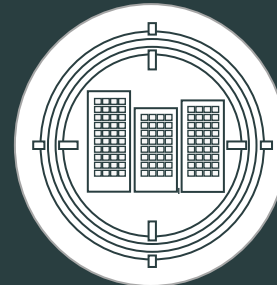- Independent
- Disconnected

CONNECTED AWARE

- Manual
- Error Prone
- Faults

PREDICTIVE SELF-HEALING

- 1-DIimensional
- Low Quality
- Repetitive

COMPARITIVE PRESCRIPTIVE

- Individual
- No context
- Conflicting

SINGLE SOURCE CONTEXTUAL

Challenges

- IT security issues

- Stakeholders reluctance to change

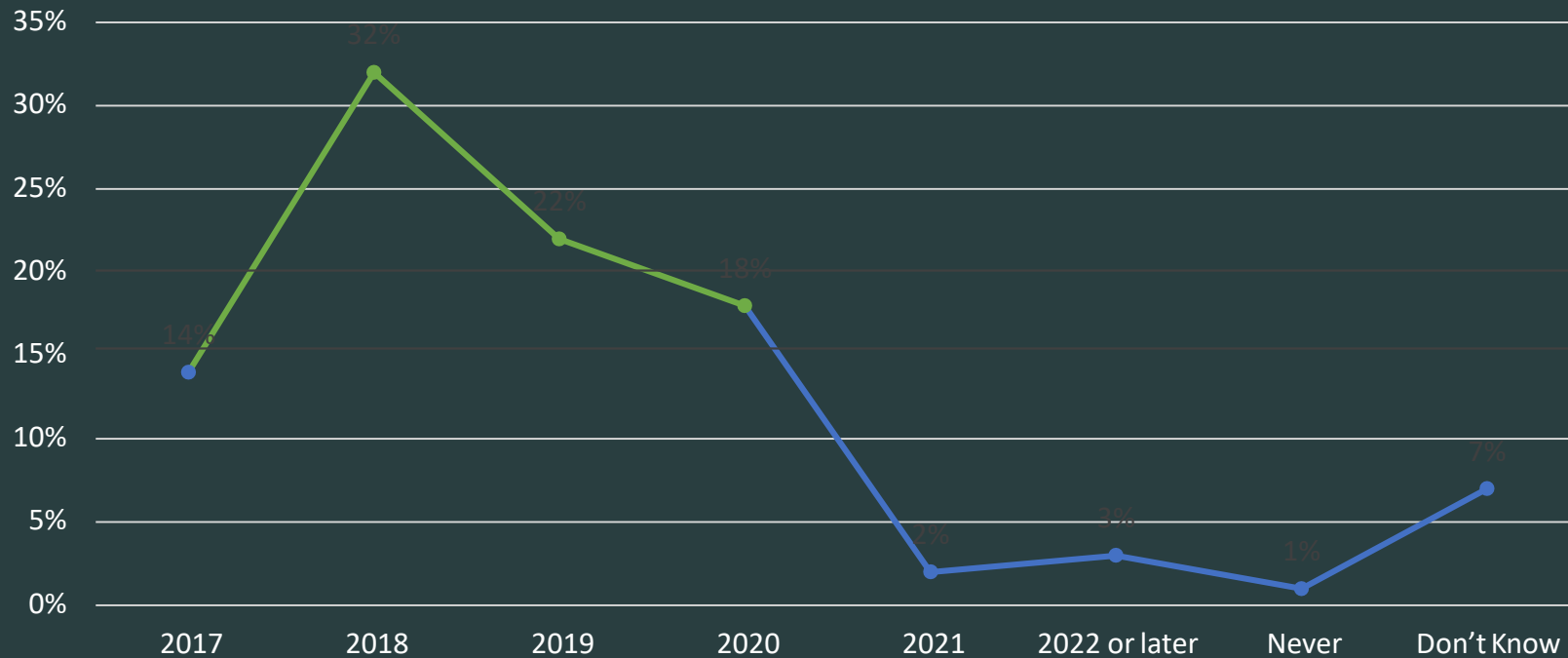- Integrity of production processes

- Lack of adequate skill-sets

- Protect industrial know-how

- Loss of many jobs

Data & Analytics

6 pillars form the integrated and cyber systems environment.

Connection
(Sensor & Networks)`
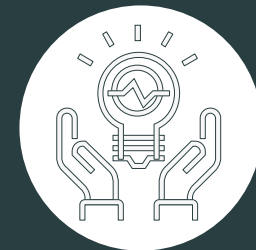
Cloud
(Computing & data on-demand)

Cyber
(Model & Memory)

Content/Context
(Meaning & Correlation)

Community
(Sharing & Collaboration)

**Customization**
(Personalization & Value)

Technology in the Service of Humans

now™

'Artificial intelligence will not replace human intelligence. Blending the best technology with the power of people will be the difference between good and great when it comes to customer experience'

HSBC, Human Advantage: The Power of People, July 2018

Service Experiences Have Changed Outside the Workplace
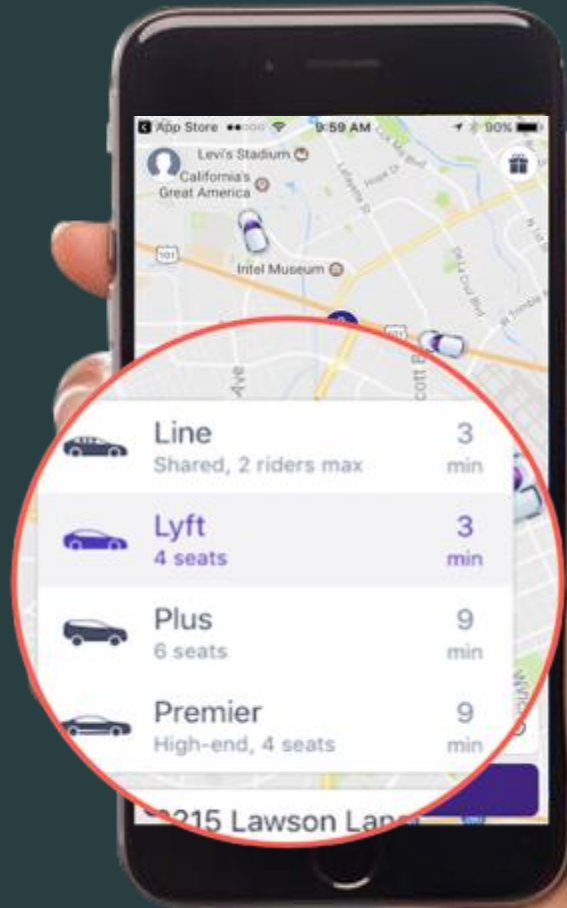
Information to make choices

Step-by-step guidance

Inline help when needed

Multiple Departments & Systems

Who can help?

Where can I find the policy?

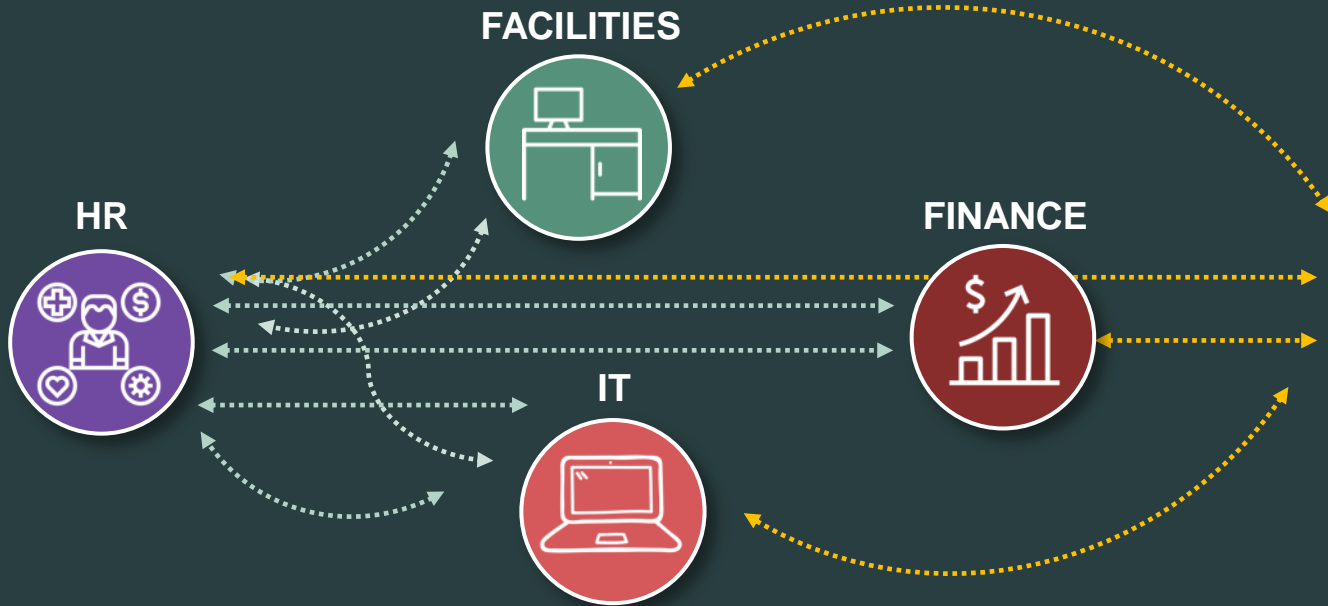Which department do I ask?

Security

Legal

Group

Technology
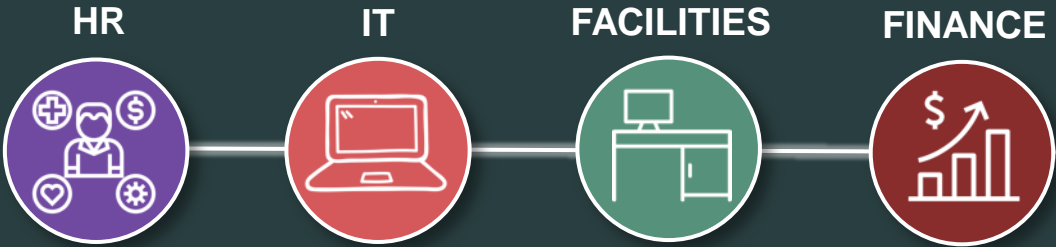
Facilities

Consumerised Colleague Service Experience
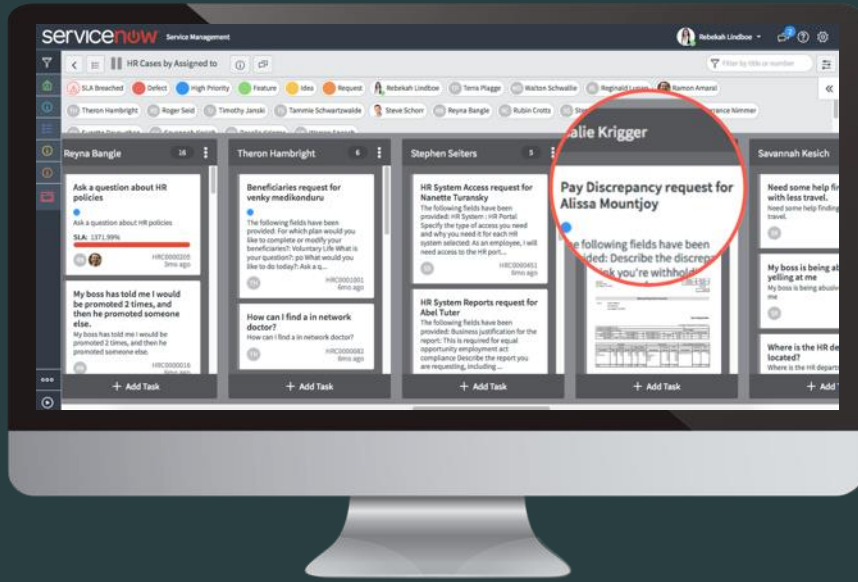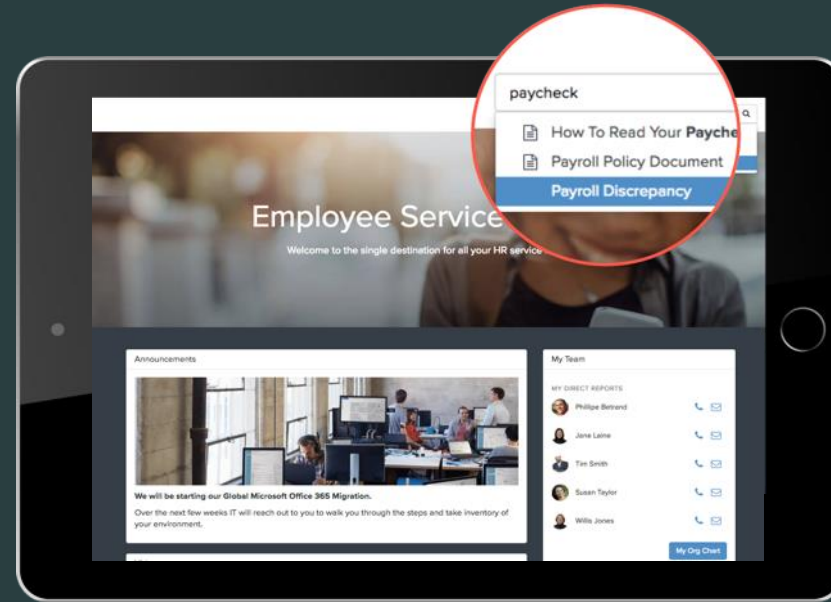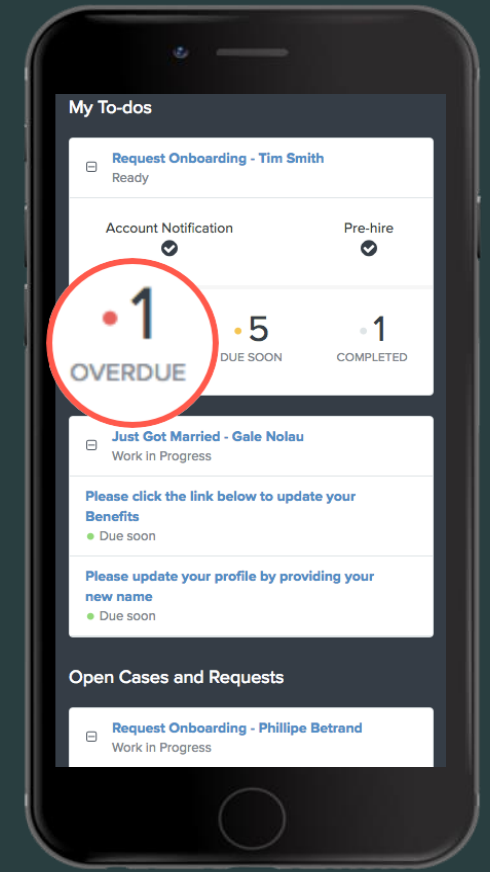
Service Delivery

Consumerize the Employee Service Experience

Activity & Workflow
Management

Employee Service
Portal & Knowledge

Dashboards &
Approvals

From SLA to XLA

Capturing the micro-moments that matters

What value does SLM provide your Business?

- It provides the business agreed service targets and required management information to ensure targets are met

- When targets are breached, SLM provides feedback on the breach and details of actions to prevent similar breaches in the future

- It provides a reliable communication channel and trusted relationship with the appropriate customers and business representatives

What value does CSAT and NPS provide your Business?

- CSAT is short for Customer Satisfaction.

- Commonly used KPI to track how satisfied customers are with your products or services

- Usually measured on a scale from 1- 5

- NPS stands for Net Promoter Score

- Alternative KPI to CSAT

- NPS helps gauge the customer loyalty

- Usually measured on a scale from 1- 10

POOR   FAIR   GOOD   GREAT   EXCELLENT

DETRACTORS   PASSIVES   PROMOTERS
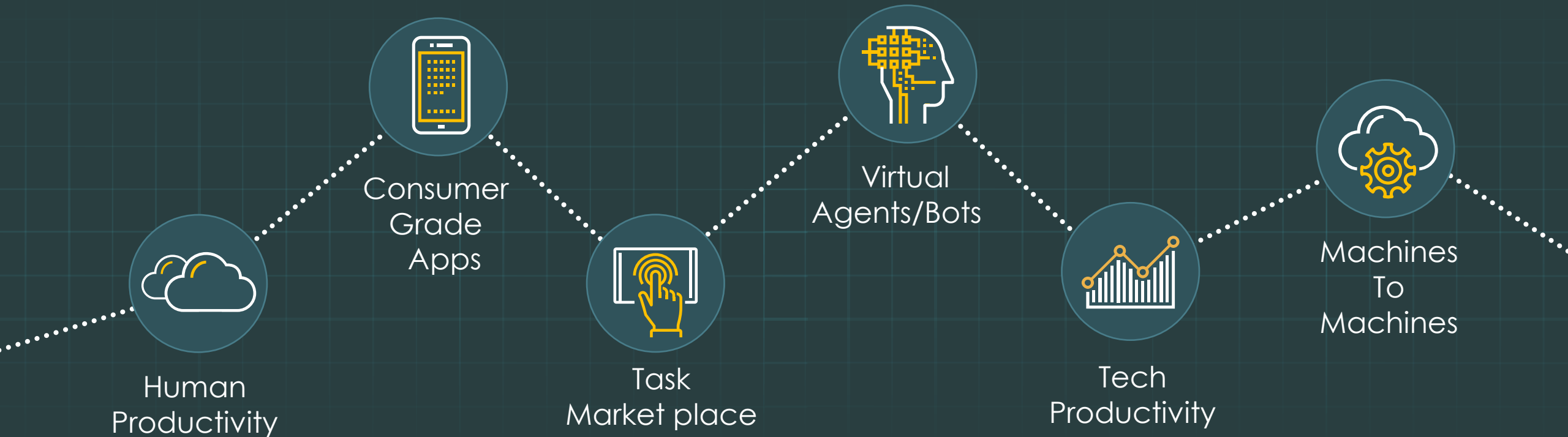
What is Experience Management?

- Experience Management goes above and beyond SLA
- It attempts to capture the customer's feelings of a moment in time
- Experience Management considers "What's in it for me" factor.

What would it take to measure it?

- Capturing micro-moments

- Capturing the sound bites associated with these micro-moments

- Similar to NPS, It would be a one question survey: How do you feel about your experience with us?
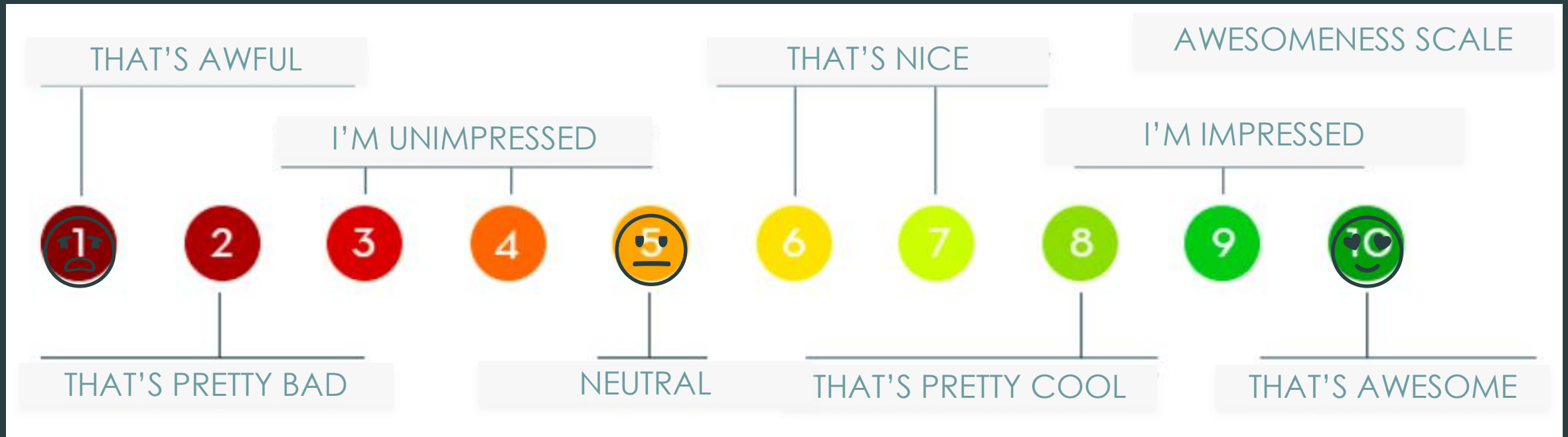
The Future of Work – 2018 and Beyond

Consumer Grade Apps

Virtual Agents/Bots

Machines To Machines

Human Productivity

Task Market place

Tech Productivity

The End of Busy Work
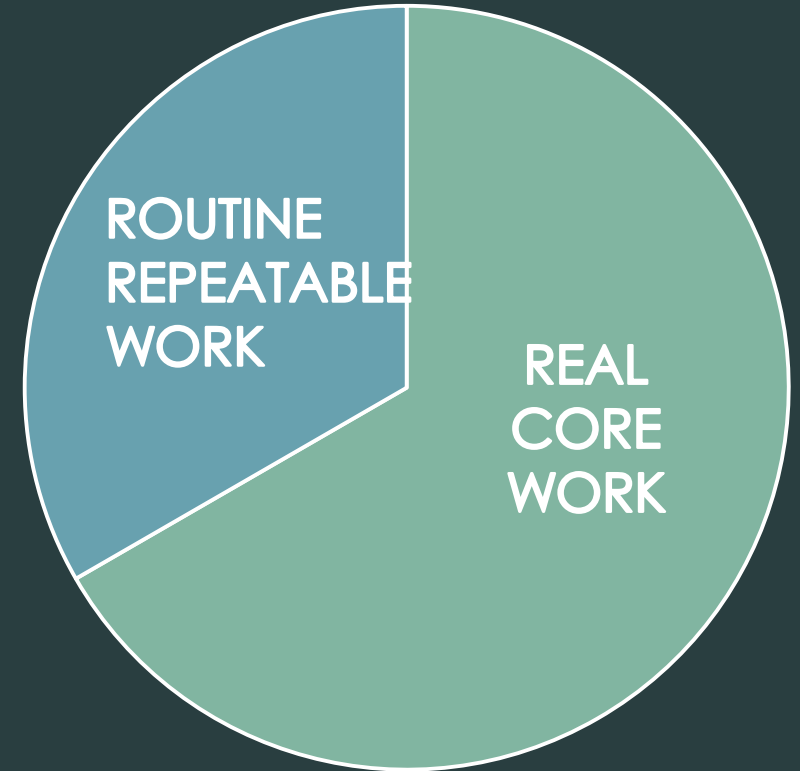
Simplify way people work
Automate repeatable tasks
Increase employee motivation
Double productivity
Consumer grade apps
Integrate or replace systems
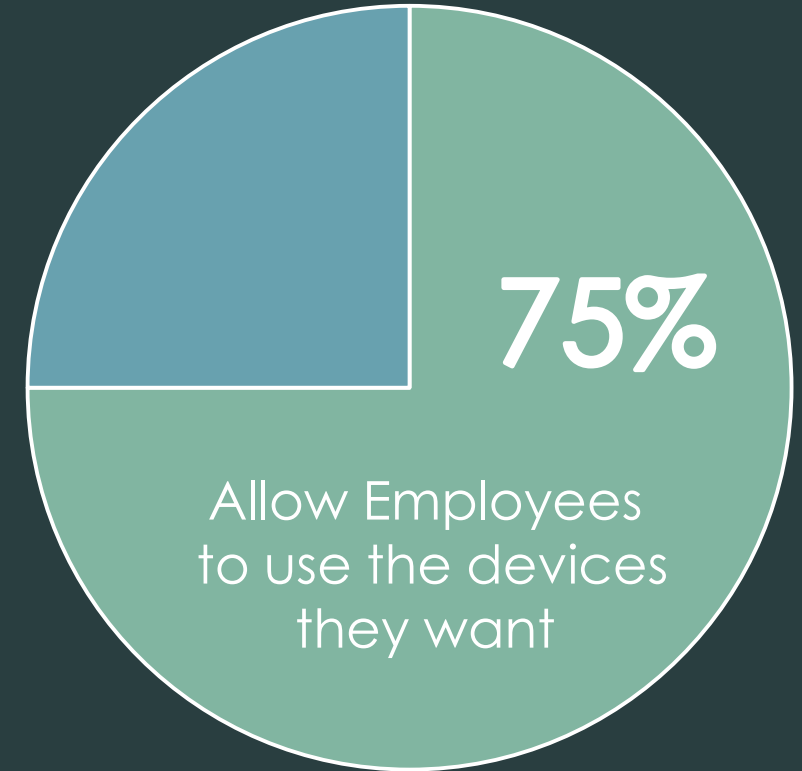
ACCELERATING TIME TO VALUE

x2 PRODUCTIVITY

ROUTINE REPEATABLE WORK
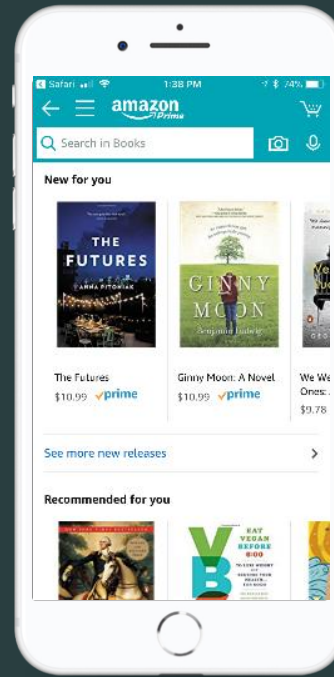
REAL CORE WORK

WORK WEEK

Give Me the Apps I Want...

Digital Natives
Higher expectations
Low code or no code
Available anywhere or any device
Consumer not Enterprise
Saleable apps
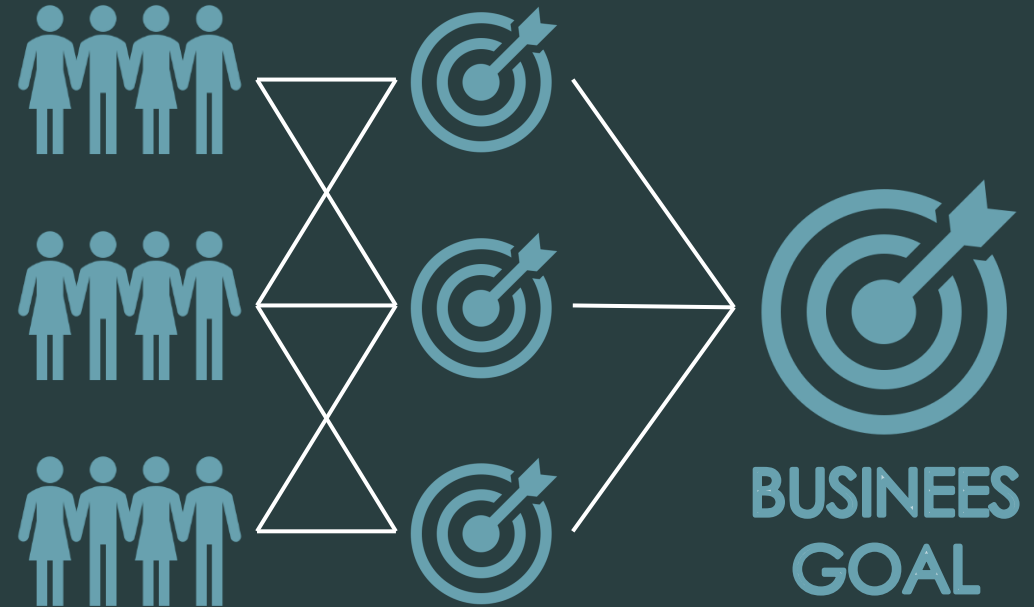
75%

Allow Employees
to use the devices
they want

WE MUST ENABLE EMPLOYEES,
NOT DICTATE HOW THEY WORK

Task-Marketplace

Agile, Low Friction Services
Activity & Task Management
Freelancers to scale up and down
Pay-as-you-go talent
Driving Enterprise Cloud First
Pay-as-you-go Consumption Model

BUSINEES
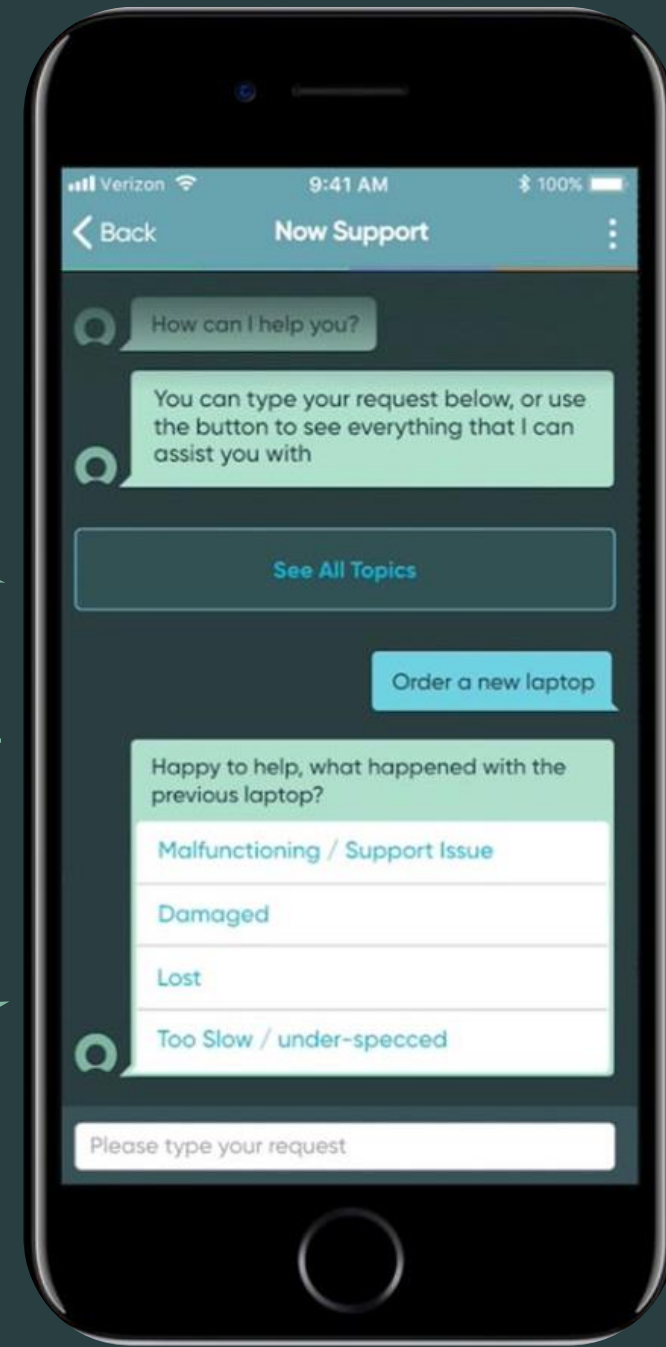GOAL

Virtual Agent Chat

Not just for Customer Support
Employee Interactions
Contextual Recommendations
Benchmarking and Forecasting
Evaluate How Time is Spent
Increases in Profit Margins

First Time Fix

Take chat from conversation to resolution

Live Agent Handoff

Increased Happiness
Increased Productivity
Increased Profitability

.ıll Verizon 🤙   9:41 AM   ✶ 100% 🔋

‹ Back   **Now Support**   ⋮

How can I help you?

You can type your request below, or use the button to see everything that I can assist you with

See All Topics

Order a new laptop

Happy to help, what happened with the previous laptop?

Malfunctioning / Support Issue

Damaged

Lost

Too Slow / under-specced

Please type your request

Tech Productivity

Do More with Less
Machine Learning and AI
Use Machines, NOT People
Remove Unstructured Process
Automating Unnecessary Tasks
Prevent Future Outages

Hello!

привет!

你好

Hola!

Language, - Type - Sentiment
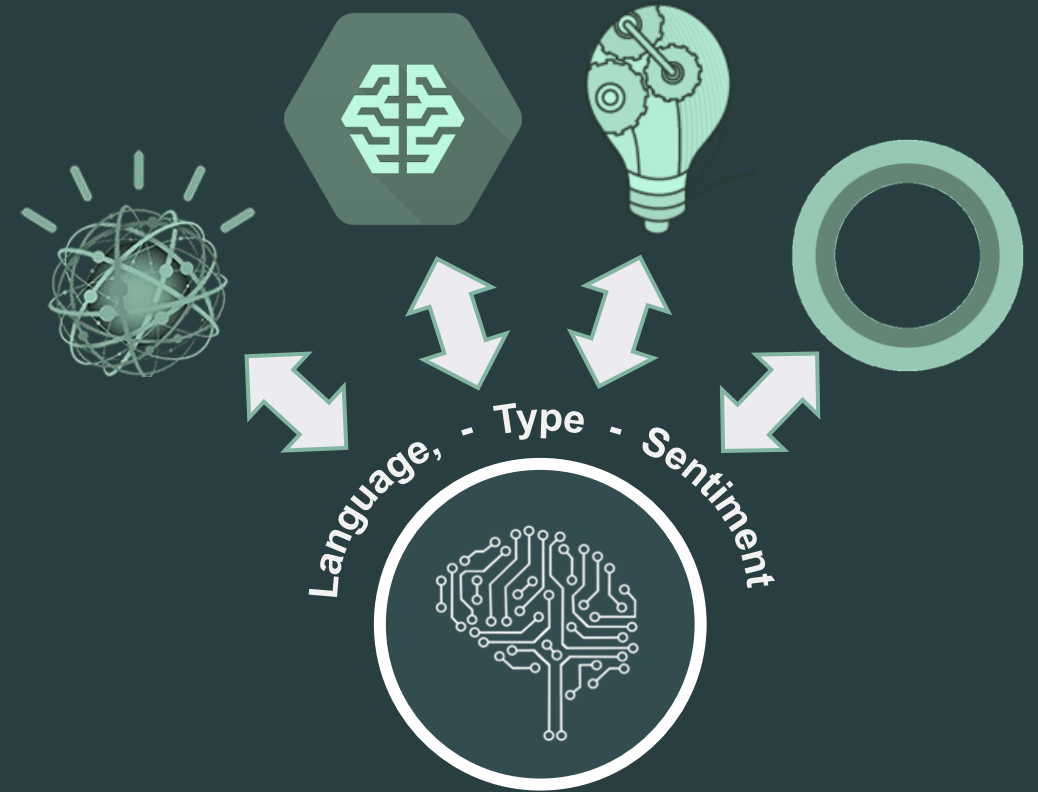
Machines Talk To Machines

Improved Data Quality
Faster Response
Support Huge Volumes
Devices Never Connected Before
Automate, automate, automate

Prediction

Virtual Agent

Internet of Things

Automation

2,500,000,000,000,000,000,000
BYTES OF DATA IN 24 HOURS
(Quintillion)

Our Purpose

We make the world of work, work better for people.

Forbes recognizes ServiceNow as the #1 Most Innovative Company in the World

" ServiceNow's software platform has broad application to automate tasks across functions and is used by some companies as the "central nervous system" of digital transformation across the organization.

- Forbes

SPECIAL ISSUE

Forbes

SERVICENOW'S NEW BILLIONAIRE
FRED LUDDY
"THE LAST SIX YEARS HAVE BEEN THIS BEAUTIFUL DREAM."

TOP 100 INNOVATORS

SECRETS AND STRATEGIES FROM THE WORLD'S MOST DYNAMIC COMPANIES

When I started ServiceNow in 2004, my vision was to build a cloud-based platform that would enable regular people to route work effectively through the enterprise.

- Fred Luddy, Founder

IT

Sales

Marketing

HR
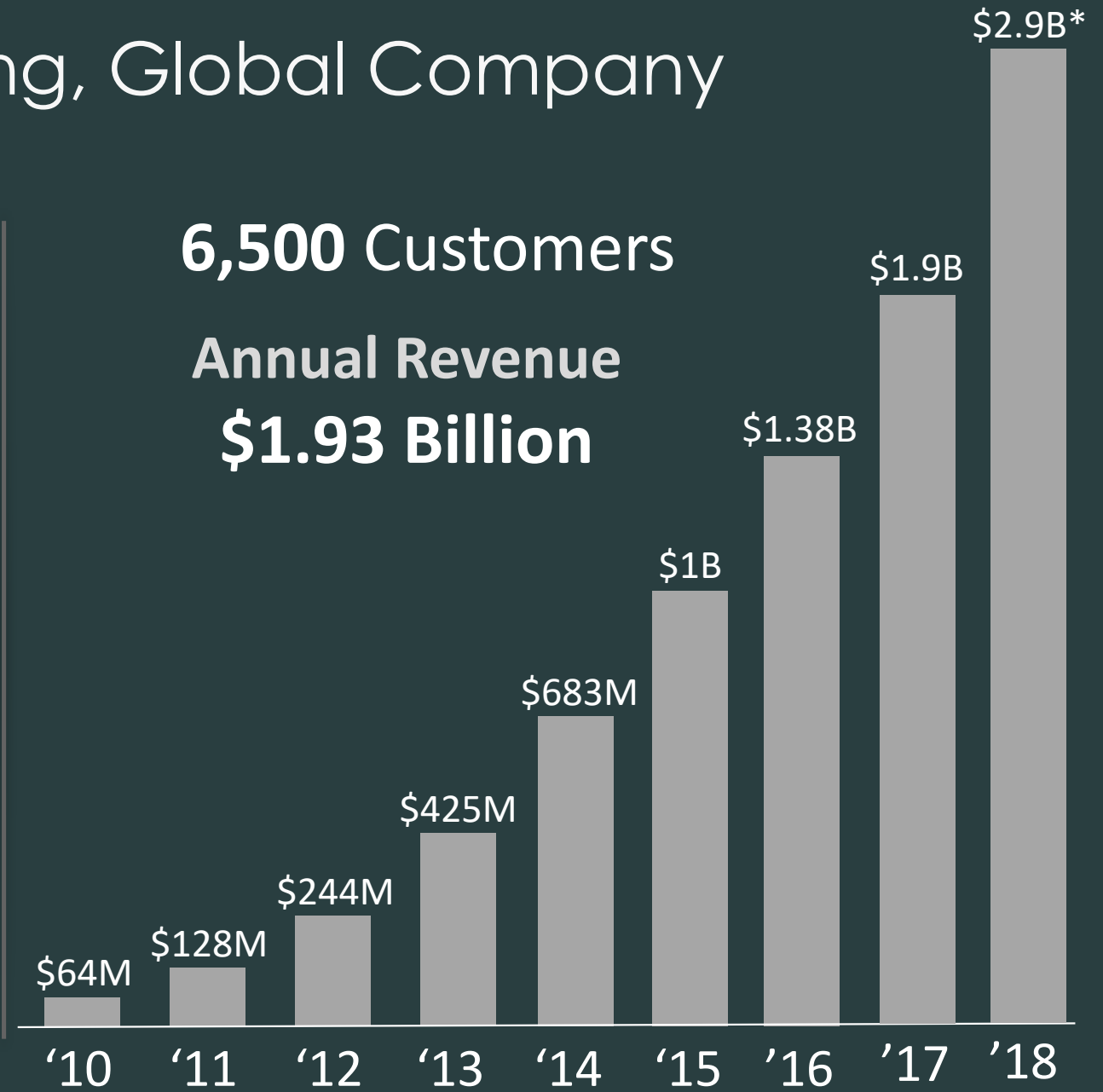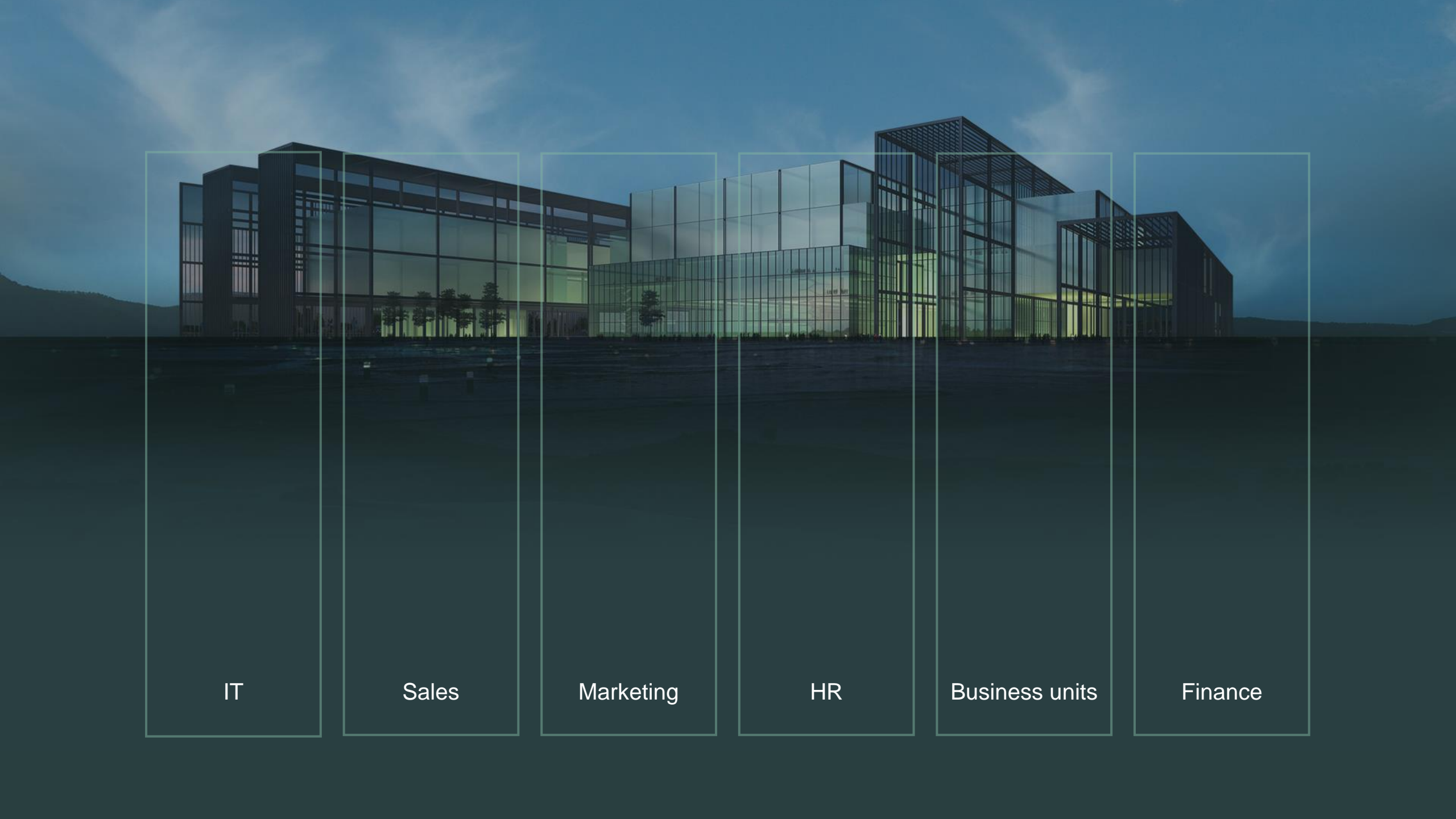
Business units

Finance

Now Platform

IT   Sales   Marketing   HR   Business units   Finance

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Thank You.

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Works for you™