

servicenow®

Top 10 strategies for reducing costs

A guide to creating efficiency in tough times



Spend less or grow more?

YES.

With no clear path forward through today's uncertain economic environment, leaders must optimize costs where they can—without stagnating growth.

CIOs want to create efficiencies and reduce costs, and CEOs want to drive growth. It's critical to fulfill both priorities in the face of today's challenging macroeconomic climate.



Fortunately, there are three ways to say **YES** to reducing costs and driving growth at the same time.

1. STANDARDIZATION

This approach aims to enable organizations to operate with more consistency, simplicity, and speed, limiting the variables that drive cost. **Through standardization, you can:**

- Streamline business operations
- Enable economies of scale
- Create more predictable outcomes

2. CONSOLIDATION

This approach minimizes redundancy, so you can reduce operational overhead and refocus costs for higher returns.

With consolidation, your business can:

- Cut waste and reduce tech sprawl
- Optimize capital and/or resources
- Realize faster time to value thanks to less complexity

3. AUTOMATION

This approach is all about leveraging digital workflows to transact more business with fewer resources.

Automation can:

- Reduce total labor costs
- Improve capacity to innovate by removing low-value work
- Accelerate innovation by eliminating manual, repetitive processes

You can focus on one of these approaches or a combination of all three. But make sure you choose a platform with the capability to make them all possible.

Read on to learn how ServiceNow can help reduce costs AND drive growth through the power of our unified platform.



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STANDARDIZATION

Say **YES** to cost reduction and streamlined operations

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CONSOLIDATION

Say **YES** to cost reduction and faster time to value

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AUTOMATION

Say **YES** to cost reduction and improved capacity to innovate

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Reduce shared services costs

Every minute an employee spends searching for the right portal to find information, or a channel to make a request, takes time away from where they can add the most value. It's not only a waste for them, but also for the service agents who must deal with common questions that can be deflected through self-service. A shared services organization starts with a single face, supported by conversational interfaces and channels of choice.

- **End the hunt:** Provide your workers with a unified way to access multiple departments through their channel of choice. These actionable content experiences, powered by strong system integration, help employees get what they need a lot faster.
- **Build a smart workforce:** With the right information accessible in the right places, your employees can start answering their own questions through self-service. Even complex tasks and topics requiring IT, HR, legal, facilities, and procurement will have case deflections when using more search, knowledge content, and chat.
- **Slash the sprawl:** Specialized systems may have short-term benefits for a department but are a headache for organizations looking for unified experiences. Aggressively reduce the number of systems that need to be maintained, and leverage content governance to ensure self-service information is current and effective.

When done properly, you should see significant savings by eliminating superfluous channels, both in infrastructure support costs and a reduction of costs per interaction.

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Zoom standardizes employee services

Zoom transformed its employee experience by creating a single, standardized employee service and support portal: AskZoomPX. The company also standardized the way employees access IT service support by providing a single location to find information and resolve IT queries. With ServiceNow Customer Service Management, Zoom is reducing its case volume—and also creating a better experience for customers. [Read Full Story](#)

“

Our close partnership with ServiceNow is based on shared values and a shared commitment to achieve our primary goal of connecting people around the world.”

Awinash Sinha
Corporate CIO, Zoom

75%

reduction in application access requests

30%

of key processes now automated

2,000

HR tickets handled per month

Products:

ServiceNow® IT Service Management
ServiceNow® HR Service Delivery
ServiceNow® Customer Service Management

Increase HR staff efficiency

Do all your departments have a single spot where employees can access information and make requests?

Communication is vital for an enterprise organization. With so many people spread out across countless departments, how information winds its way down to the individual can make all the difference. Not only should you drive your employees to a single source for information, but that portal should spotlight topics they will find interesting.

- Consolidate service and communication experiences:** A single, unified employee portal can become the go-to for all communication if it's built with the user's experience in mind.
- Enable employee requests and tasking from a unified interface:** An employee shouldn't have to navigate dozens of systems to request essential services. Collect those queries in one place, and route them to the appropriate team.
- Personalize content and services by profile criteria:** Your employees are diverse. Some may have a more technical role. Others may have unique perspectives based on the stage of their career. Tailor information, recommend content, and offer an experience based on what you know they find the most relevant.
- Deliver targeted content campaigns:** When you need to move swiftly, push communications and key information to employees affected by change. This can cut down on both misinformation and frustration.

When done effectively, you'll be able to digitize services requests across HR, IT, facilities, and legal with unmatched speed and depth. This will lead to increased employee engagement rates, improved employee self-service, and a decrease in HR service labor spend.

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Ryder connects its workforce on a unified employee portal

Logistics and transportation leader Ryder relied on antiquated systems that made HR service delivery challenging because accessing data, executing basic transactions, and optimizing processes were difficult and time-consuming.

Using ServiceNow HR Service Delivery (HRSD), IT Service Management (ITSM), and Employee Center Pro, the company created MyRyder, its first employee services portal. [Read Full Story](#)

“

Three years into using HRSD, we can definitely attest that it makes processes easier and more organized.”

Galyna Kruglov

Group Director of Employee Services Operations, Ryder

80%

increase in HR agent efficiency

91%

increase in access to knowledge content

10%

more cases received in H1 2022 compared to H2 2022

Products:

ServiceNow HR Service Delivery

ServiceNow IT Service Management

Reduce spend on IT support staffing

When it comes to technology asset management, too many organizations aren't willing to invest in new answers. Modern solutions can automate every aspect of IT asset management to reduce the time and human capital required to fulfill technology requests.

Plus, when you modernize on one platform, you eliminate the need for constant data imports and exports from legacy asset systems. Automation can also make some other critical functions a whole lot simpler. These include:

- **Aligning your application portfolio**, managing refresh cycles, and rationalizing legacy apps
- **Delivering software intel** to quickly respond to vulnerabilities, expose potential regulatory risks, and remove restricted installs
- **Onboarding and offboarding remote employees faster** with the proper software and hardware allocations

When done effectively, you can expect significant software cost savings, improved ROI, and increased cost savings from deflected tickets.

Government agency realizes millions in estimated productivity gains

Increased demand was limiting productivity at a government agency, as well as expanding risk and lowering employee morale. As a result, support for services across the agency was being negatively affected. The agency's headquarters took this as a catalyst for change, identifying key improvement opportunities for workforce investment and technology upgrades.

ServiceNow aided the agency with key digital transformation to modernize IT service management, quality, and service delivery speed, as well as created better asset transparency to reduce costs. The agency has been able to minimize support disruptions, improve employee productivity and experience, effectively support hybrid work, and reduce costs to fund focused priorities.

\$40.7M

estimated productivity gains

\$30M

cost savings on Microsoft Office 365, Visio, and Project

319%

ROI over the first year on the full ServiceNow project

Products:

ServiceNow IT Service Management
ServiceNow® Strategic Portfolio Management
ServiceNow® Software Asset Management

Unify application development to reduce cost and risk

To lay a modern foundation for business growth, you must eliminate silos, streamline processes, and create a solid, common data foundation. And guess what? When you can do that, you accelerate service delivery, improve service quality, and free up resources to do the most meaningful work.

In addition to eliminating silos, you can also build connected cross-enterprise apps fast and deliver them safely and at scale with low code. Developers can focus on building apps at speed by democratizing development across the enterprise. They can also govern the full development lifecycle through a single pane of glass to reduce sprawl and maintain data security and quality.

- **Break down silos with a unified cloud platform:** Bring IT services and operations together on a secure, open single-cloud platform, then watch as processes and information flow seamlessly.
- **Strengthen and expedite core processes with automation based on best practices:** Automate service incidents, common IT requests, application changes, and other core processes. This is how you'll reduce manual effort, eliminate rework, and deliver more responsive services.
- **Enable admins or IT developers to monitor the app pipeline and quality to prevent sprawl:** Give people the tools they need to submit app ideas, invite others to build together, and hand off to IT for tests and deployments—all in a streamlined environment.

When done effectively, you can expect a reduction in development effort, simplified workflows, and cost savings through app consolidation.

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Large financial services company reduces risk and costs with custom apps

A large financial services company used ServiceNow IT Service Management to successfully consolidate multiple service desks. It then extended beyond IT using ServiceNow App Engine custom apps. With App Engine and the Now Platform®, the company gets instant access to workflows, organizational structures, service portals, reporting, disaster recovery, and other out-of-the-box capabilities.



ServiceNow gives us the best of both worlds: apps we can use out of the box and a platform to easily build custom apps with ServiceNow App Engine to solve our unique business problems."

Senior IT Director

50%

reduction in development effort by replacing legacy systems

20+

custom apps built with App Engine

5

legacy systems replaced with a single application

Products:

- Now Platform
- ServiceNow® App Engine
- ServiceNow IT Service Management

Reduce technology asset management spend

In too many organizations, data and processes are managed in silos, which makes tracking assets difficult. If you're going to reduce expenses, you need to know the location of all your software, hardware, and/or cloud services so you're not paying for something you don't need.

With maximum visibility of your IT estate across departments, you can also:

- **Get trustworthy insight** to harvest and reallocate underused or unmanaged software, hardware, and cloud services
- **Track spending** to manage less expensive cloud resources with reserved instances
- **Gather data easily** to avoid unbudgeted costs from compliance audits and policy obligations
- **Examine business-unit spending** to identify and control shadow IT
- **Strategically plan**, and strengthen your negotiating position, for future purchases, refreshes, and renewals of technology resources

The key to tracking any asset, anywhere—whether software or hardware, on premises or in hybrid clouds—is to manage IT processes in one place.

When done effectively, you can expect cost reductions, an increase in efficiencies, and improved visibility across your IT estate.

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Uniper achieves digital transparency with connected IT

With asset and IT service management functions from ServiceNow, Uniper, a leading international energy company, was able to integrate and optimize on a transparent, unified platform. The company now benefits from a streamlined IT environment and has decommissioned multiple duplicate legacy software systems. The ServiceNow solution delivers vital business intelligence to help Uniper guide investment decisions, rationalize assets, and reduce incidents. [Read Full Story](#)



ServiceNow Software Asset Management provides transparency and protects our reputation."

Evan Vafidis
Head of License Management, Uniper

€2M

saved with cost reductions and efficiencies

Visibility

that yields improved business and internal communications

Reputation

protected via digital transparency, which also increases value perception

Products:
ServiceNow Software Asset Management
ServiceNow IT Service Management

Consolidate legacy technology

Siloed structures and limited information are barriers to employee productivity—and happiness. Your teams need access to data and insights to help them operate more effectively and efficiently. By automating processes and putting information at your employees’ fingertips, you free them up to do their best work.

A single data source that encompasses your entire enterprise is the first step toward eliminating information silos, connecting areas of expertise, and ultimately solving issues faster—from common customer care scenarios to billing and service disruptions. Of course, this approach benefits customers but also the company’s bottom line—and your staff’s productivity too.

- **Quickly deploy digital workflows** to unite customer and network data.
- **Gain a cross-network view** for end-to-end visibility into all your teams.
- **Achieve comprehensive monitoring** to detect and solve issues earlier and more efficiently.
- **Boost productivity** with guided resolution, multitasking, and a single view.
- **Arm agents with real-time data** to notify customers about service disruptions and track the resolution process.
- **Automate issue resolution** by providing timely and insightful information across the chain of command.
- **Eliminate duplicate service calls** and multiple visits to a site.

When done effectively, you can expect cost reduction by consolidating to a single platform, improved customer service, and proactive resolution capabilities.

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Telia consolidates to one platform across six countries

With ServiceNow, Telia Company, a leading digital communications company in Europe, transitioned to a single technology platform that connects the company’s technology and customer operations in one workspace and provides a network service assurance blueprint across all the countries Telia serves. Customer notifications are proactively generated, automatically dispatching field technicians and triggering proactive resolution and recovery activities. [Read Full Story](#)



Working in one ServiceNow platform is a game-changer for our people.”

Malin Fransen Kronberg
Director of Service Assurance, Telia Company

20

redundant systems replaced with the ServiceNow platform

1

network service assurance platform across 6 countries

All

network events now resolved through automation

Products:
ServiceNow® Telecommunications Service Management
ServiceNow® Telecommunications Service Operations Management

Consolidate service management

Gaining a competitive advantage in today’s market means delivering value faster, even in the face of constant change. The way organizations optimize how they plan, consolidate platforms, align resources, and deliver products matters more than ever. Strategic portfolio management (SPM) aligns the entire organization according to customer value.

SPM is a set of philosophies, capabilities, and processes—supported by integrated technologies—that empowers organizations to drive strategic business outcomes by continuously aligning their strategy with their day-to-day work.

SPM enables stakeholders to:

- **Fund what matters most**
- **Build a roadmap** to guide investments
- **Communicate plans**
- **See work in the context of strategic initiatives**, even across diverse teams, methodologies, and approaches

When done effectively, you can expect cost savings from consolidating systems, increased employee productivity, and improved planning.



Premise Health consolidates platforms for a strategic approach to portfolio management

Formed from the merger of two companies with different approaches and tools for IT business, service, and project management, Premise Health was left with disparate manual systems and time-consuming methods.

ServiceNow helped Premise consolidate its project portfolio-management platforms onto a single platform and automate email- and spreadsheet-based IT and business processes. [Read Full Story](#)



ServiceNow gives us visibility and transparency. Requests go through a standardized process and are prioritized accordingly."

Natasha Hunter
Product and Program Manager for Business Applications, Premise Health

\$1.7M

saved by consolidating systems and streamlining processes

>25K

employee hours saved per year

Transformation

of delivery execution for new services

Products:
ServiceNow IT Service Management
ServiceNow® Strategic Portfolio Management

Increase customer service efficiency

Empowering colleagues and removing barriers that affect their ability to quickly help customers creates positive total experiences. Not only can happy colleagues help drive customer satisfaction, but those who are accurately informed of a customer's service history and current service disruption can also deliver first-class, personalized experiences.

- **Optimize agent performance and operations:** Drive productivity and allocate resources efficiently. Gain a 360-degree view of agent productivity and analyze reports to help manage agent resources and scheduling to effectively meet future service demand. Use acquired knowledge to review performance and upskill agents via continuous learning.
- **Effectively manage issues impacting multiple customers:** Create and update multiple use cases as a single case or a major case. Speed up resolution by auto-updating all child cases, and proactively update other customers who may be affected.

When done effectively, you can expect increased customer satisfaction and cost savings from reduced case and call volumes.



Rogers Communications increases customer service efficiency

Using proactive engagement, customer-forward analytics, and in-the-moment operations enabled by ServiceNow solutions, Rogers Communications' new service model ensures that the customer is at the center of every decision. The company can now monitor service performance thresholds and prevent most problems before they occur. [Read Full Story](#)



With proactive monitoring capabilities, we're able to preventatively improve or fix an issue before it becomes an outage."

Scott Thomson

Vice President of Technical Customer Service,
Rogers Communications Inc.

19%

reduction in call volume

41%

reduction in case volume

71%

of customers rate the company at 9/10 or 10/10

Products:

ServiceNow Customer Service Management

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Reduce Global Business Services operating costs with AI and automation

Automation is a powerful tool in service delivery, and most enterprises aren't fully taking advantage of it. The need for cross-departmental coordination can be a huge drain on productivity, particularly with complex use cases, and sometimes causes cases to stall out. Use automation to retain the value of your legacy systems, eliminate manual steps, and increase collaboration between departments.

- **Common platform:** An employee doesn't care about department silos. Automate common tasks such as onboarding, procure to pay, and legal processes to seamlessly orchestrate across teams.
- **Better collaboration:** Allow agents across services teams to have ownership of different segments within a workflow so that they can resolve issues within their area of expertise.
- **Empowered teams:** Give your people designer tools to create low-code apps to tackle smaller business requirements, support process flows, and drive agility.

When done effectively, you can expect reduced shared services costs, as well as an improved employee satisfaction rating.

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SIEMENS

Siemens GBS leverages automation to save employee time

To make good on its long-term strategy to become a technology-led organization, Siemens turned to ServiceNow for a platform that leveraged AI and automation to enable a simplified, digitized experience with a single point of contact for GBS. The company is now able to standardize processes, ensure consistent data, establish common KPIs, and automate high-volume and repetitive procedures—enhancing employee experience, accelerating response times, and reducing errors. [Read Full Story](#)

“

It's all about impact. ServiceNow is more than just providing a robot; it's solving a real business challenge.”

Matthias Egelhaaf

Chief Information Officer and Chief Digitalization Officer for Global Business Services, Siemens AG

1M

hours automated with multiple technologies

15,000

tickets per month resolved automatically

87%

employee satisfaction rate

Products:

ServiceNow HR Service Delivery
Now Platform
ServiceNow App Engine
ServiceNow® Integration Hub

Improve field service efficiency

Field service teams have often relied on multiple systems to execute key steps—from managing their workforce to scheduling and dispatching to mobile debriefing to optimizing processes. When using fragmented systems and processes, customers and employees must expend extra effort to accomplish what they need. Plus, manual and disconnected processes translate into emails, spreadsheets, and a lot of paperwork, causing inconsistent service handoffs and diminishing customer experiences.

However, as your field organization undergoes its digital transformation, you have new opportunities to conquer digital sprawl and improve work for everyone. Make the most of these opportunities by:

- **Providing out-of-the-box workflows and AI** that drives tangible and measurable business outcomes for every part of the business globally and at scale—promoting efficiency and reducing costs.
- **Optimizing your workforce** by planning capacity, managing territories, tracking parts, and scheduling and dispatching from a single, centralized system.

When done effectively, you can boost your team's productivity, resolve issues more quickly, and significantly reduce costs by eliminating unnecessary and/or repeated field service calls and truck rolls.

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Xerox transforms service delivery experience

Xerox deployed ServiceNow to overhaul core processes, including performance analytics to optimize field work and process optimization to remove redundancies. Equipping field technicians with augmented reality and AI tools from CareAR, integrated in FSM and CSM workflows, supports more accurate diagnosis of issues, deflects costly dispatches, and drives reductions in time-sensitive resolutions. [Read Full Story](#)

“

The cost of second visits in any service organization is gigantic. Can you imagine eliminating 50% of those? I truly believe that, together, ServiceNow and CareAR is a game-changer in how we can improve overall service delivery.”

Ricardo Berrio

Vice President for Service Delivery in Latin America, Xerox

53

minutes of productive time unlocked per technician per day

~7

minutes less travel time per journey

10%

improvement in remote resolution rates when using CareAR

Products:

ServiceNow Customer Service Management
ServiceNow Field Service Management

Everything you say no to today can hold your business back for tomorrow. But it doesn't have to be that way. With ServiceNow, you don't have to choose between reducing current costs and investing in future growth. Our intelligent, unified platform for digital business gives you the flexibility to make decisions that don't put your organization's needs at odds with one another.

Reducing costs AND supporting growth at the same time?

ServiceNow helps you say YES.



For third-party validation, we recommend the following content:

Driving C-suite alignment amid economic uncertainty

Read this analyst report for an industry take on how the C-suite is targeting efficiency and growth, and why it's critical to fulfill both priorities.

[Read Report](#)



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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