

Capgemini 

# eXperienceNow

Make employee experience central to your enterprise.

## IT'S TIME TO DELIVER EXCEPTIONAL PEOPLE EXPERIENCES.

The pandemic's impact is being felt across industries far and wide, shining a light on inefficient working processes. At the same time, it's giving life to new expectations. Just look at the thriving gig economy and the renewed focus on wellbeing, two strong indicators of the priority for both personal and professional growth.

This desire for development means that employees expect services like job searching, onboarding, and learning to be available to them on demand. Businesses need to leverage the right technology to communicate, connect, and engage a hybrid workforce, supporting people wherever they are—and helping you facilitate better work/life balance while transforming the employee experience.

eXperienceNow, Capgemini's proprietary approach powered by ServiceNow, is driving complex

transformations globally. It brings together people and business enablement, and technology, to deliver an exceptional employee experience and sustainable business transformation outcomes, every time.

**92%** of HR leaders have set the employee experience as top priority in 2021

Source: Forbes, 2021



### Add:

- With **eXperienceNow** we can turn the tide
- In the early 2000's, **70%** of transformation programs failed to meet their goals.
- This failure rate has increased to **84%** in the digital era.

Source: Kotter, Forbes

eXperienceNow overcomes this by delivering exceptional experiences and sustainable business outcomes...

## TURN CHALLENGES INTO OPPORTUNITIES

 <b>Rising challenges</b>	 <b>How you'll benefit</b>
<ul style="list-style-type: none"> <li>• Growing expectations</li> <li>• Increasing regulatory demands</li> <li>• Legacy manual processes and lean automated processes</li> <li>• Rapidly changing technology</li> <li>• Siloed, unreliable data</li> <li>• Exponential increase in suppliers</li> <li>• Cost and profitability pressures</li> <li>• COVID-19 resulting in a new working paradigm</li> <li>• Embedding an ESG Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Changing workforce dynamics</li> <li>• Personalized and digitized services</li> <li>• Purpose-led, agile ways of working and leading</li> <li>• Culture of feedback, transparency, and care</li> <li>• Improved customer loyalty and employee retention</li> <li>• Higher levels of engagement and productivity</li> <li>• Driving digital transformation initiatives</li> </ul>

## WELCOME TO EXPERIENCENOW.

eXperienceNow is more than just a ServiceNow technology implementation. It's an approach and a mindset for driving real, positive change across your enterprise.

### PEOPLE EXPERIENCE

A people-centric approach that's anchored around the needs and wants of your workforce:

- Bringing experts together to understand the job-related needs and pain-points of the workforce
- Creating a set of personas used to tailor the experience to specific job roles

### BUSINESS ENABLEMENT

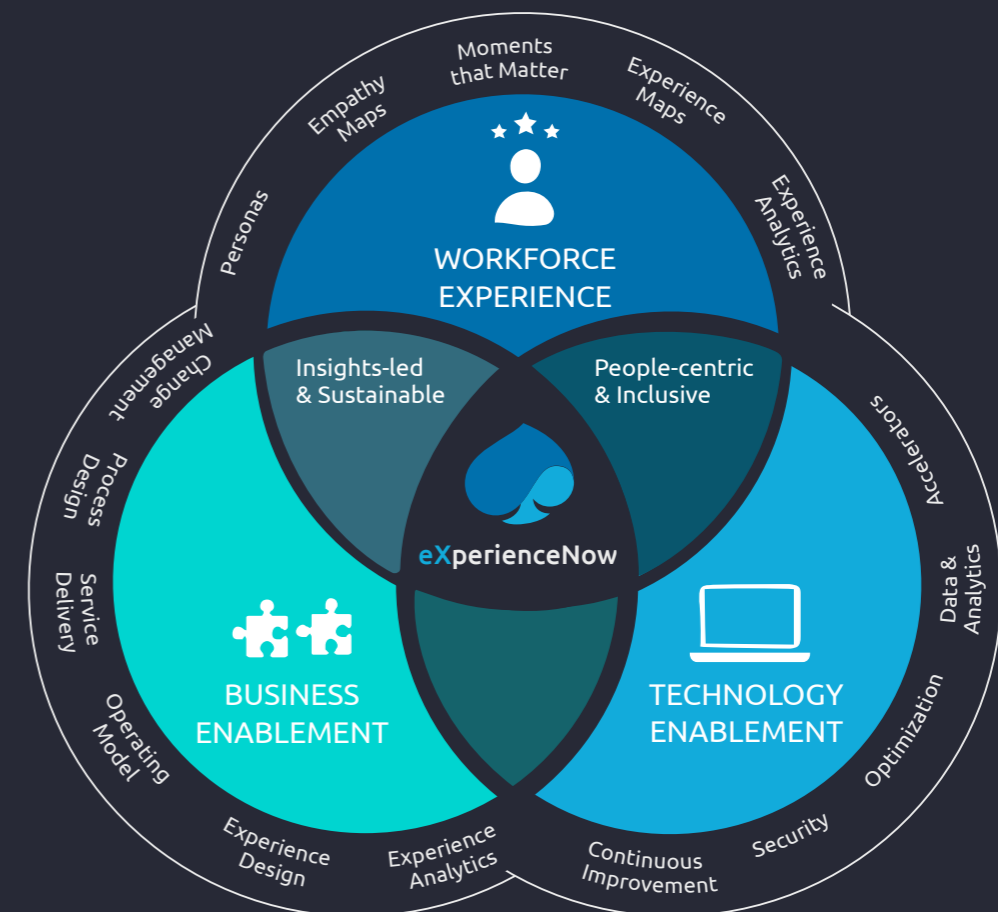
A future-ready approach that's designed to solve problems beyond tomorrow:

- Introducing agile ways of working and proven accelerators to help you achieve maximum value
- Aligning a business strategy underpinned by people and process components

### TECHNOLOGY ENABLEMENT

An accelerated approach that leverages best practices and lessons learned from previous deployments:

- Including the ServiceNow platform that unites your entire enterprise, aligned with organizational strategy, and underpinned by integrated workflows
- Delivering value, increasing customer and employee satisfaction, and improving retention













## DIGITIZE WORKFLOWS ACROSS THE ENTERPRISE.

### Stage 1: Planning

The eXperienceNow methodology takes the core ServiceNow offering to the next level, with a

user-centric discovery phase that transforms the deployment roadmap with business, technology, and design experts.

 <b>Discovery</b>	 <b>Initiate</b>	 <b>Plan</b>
<ul style="list-style-type: none"> <li>Organizational and HR diagnostic to capture opportunities and pain points</li> <li>Guiding principles</li> <li>Service and experience future state roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Project team mobilization</li> <li>Detailed project plan and governance</li> <li>Persona mapping and experience design standards</li> </ul>	<ul style="list-style-type: none"> <li>Project team mobilization</li> <li>Detailed project plan and governance</li> <li>Persona mapping and experience design standards</li> </ul>
 <b>Design</b>	 <b>Build &amp; Test</b>	 <b>Deploy &amp; Hypercare</b>
<ul style="list-style-type: none"> <li>Core system setup and functionality</li> <li>Training material and Trainer/Tester trainings</li> <li>System &amp; user acceptance testing</li> <li>Cutover planning</li> </ul>	<ul style="list-style-type: none"> <li>Dress rehearsal</li> <li>User training</li> <li>Deployment checklist</li> <li>Execute agile testing plan</li> <li>Cutover readiness activities</li> </ul>	<ul style="list-style-type: none"> <li>Go-live</li> <li>Close-out support</li> <li>Technical &amp; business deployment execution</li> <li>Lessons learned</li> <li>Value metrics</li> <li>Early life support</li> </ul>

### Stage 2: Delivery accelerators

#### EasyStart on ServiceNow

Empower workers by driving delivery efficiency and improving the transition experience with a pre-configured platform. You can apply it to any instance and expand across delivery teams, based on your requirements.

#### Digital Global Enterprise Model (D-GEM) platform

Reshape and streamline business processes with a suite of tools and techniques on the D-GEM platform.

While getting to the root of inefficiencies with the unique, automation-powered ESOAR (Eliminate, Standardize, Optimize, Automate, Robotize) approach.

#### Change management enablers

Drive end-user engagement and early solution enablement with the change acceleration approach. Accelerators include Change Persona Messaging, Robust Communications Materials, Digital Ambassador Networks, and our proprietary accelerator toolboxes.





## CAPGEMINI AND SERVICENOW - PROVEN TO UNLOCK POTENTIAL.

### Inspiring a global biopharmaceutical company to digitize key workflows.

It's no secret that technology can transform business. Digitizing key workflows is vital for eliminating redundancies and streamlining processes with automation. The trouble is, it's often difficult to get projects through the implementation stage.

With support from Capgemini, a global biopharmaceutical company is doing just that. Our client is going beyond unlocking efficiencies across the enterprise, to transforming the entire user experience for their employees.



#### Challenges:

- Limited digitization in HR
- Inconsistent processes and ways of working
- Wider business integrating other lines of businesses and outsourcing IT
- Limited realization of benefits from Workday investment



#### Solution:

- 360-degree evaluation of opportunities and pain points through HR Discovery
- Create consistency in global organization
- Traditional ServiceNow tech implementation enhanced with experience and global process design
- Data protection and security controls
- Organizational change management to drive digital adoption



## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

**Get the Future You Want | [www.capgemini.com](http://www.capgemini.com)**

**Copyright © 2022 Capgemini. All rights reserved.**

For further information please contact:

[infra.global@capgemini.com](mailto:infra.global@capgemini.com)