

# The Employee Experience Imperative

The state of the employee service experience, what matters, and what to do about it



# A Letter From our CHRO

Welcome to “The Employee Experience Imperative: The State of The Employee Service Experience, What Matters, and What to Do About It.” This study builds on research conducted last year that showed how CHROs were driving digital transformation initiatives and business value through a modern focus on the employee experience.

This year, we’re switching things up a bit. There is already a lot of good information available about the employee experience—what it is, what impacts it, and how it affects employees and businesses the world over. Yet too often, this discussion has centered on the employer’s point of view.

I believe we need a more human-centric approach to the employee experience. And, to get there, we have to start with what employees want and need. By listening to employee perceptions and then putting plans in place to address them, this people-first view can complement the culture a company wants to develop and deliver better outcomes.

This latest research from ServiceNow brings clarity to the employee experience with a first-of-its-kind global study of employee perceptions of their experience and how it affects their work. In surveying more than 1,400 employees at companies across the globe with 2,000 or more employees, we have uncovered unique insights into the employee experience and how organizations can take strides in improving it.

We found a strong correlation between highly positive experiences and high eNPS scores—meaning that the employers that create a great employee experience are likely to have more loyal, satisfied employees.

However, we’ve found that a highly positive employee experience is far from the norm.

**In fact, over half (52%) of employees do not believe employers are invested in improving the employee experience for their workers, and 55% of employees do not feel their opinions and perspective matter to their employers.**

Where are organizations falling short? How are they meeting the mark, or even exceeding it? And most important, how can organizations improve?

In this report, you’ll get to dive into all of these questions and see what employees had to say. You’ll find out just what the employee experience is made of, and how you can create better ways to get work done and improve the lives of your employees. I’m thrilled to have you join us on this journey as we learn together about what makes the world of work, work better for people—and take strides to make it happen today. I hope you enjoy “The Employee Experience Imperative: The State of The Employee Service Experience, What Matters, and What to Do About It,” and thank you for reading!

**PAT WADORS**

Chief Talent Officer, CHRO



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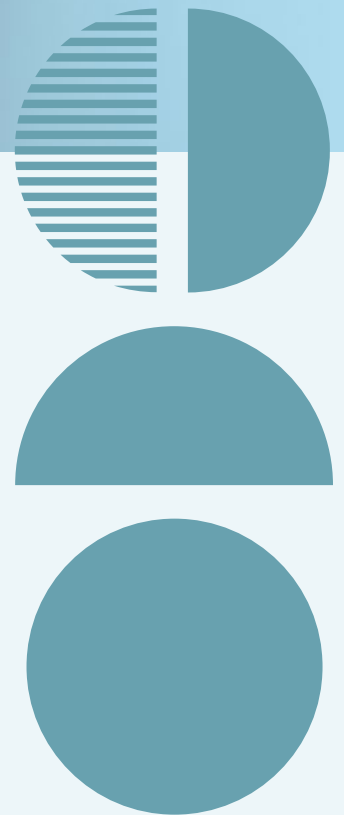




## SECTION 1

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# Employee Experience: Bringing Clarity With the Employee's Point of View



In the last several years, the employee experience has become a focus of attention for many employers. To really see how this translates for employees, we decided to go straight to the source—and our results showed that over half of employees do not believe employers are invested in improving it.

**Less than half of employees believe employers are invested in improving the employee experience for their workers.**

What does this mean for the rest of employees who don't see their employers as trying to improve? How do employees perceive the employee experience and what can employers do to improve it? Before we get there, let's take a look at what the employee experience actually is.

## What is the employee experience?

The employee experience is the sum of all the pieces of work, and companies must approach it with an effective, comprehensive strategy.



At ServiceNow, we believe in the concept of making work life as great as real life. In the last decade we've witnessed a wave of innovation in the consumer world that's transformed how we live our personal lives—yet we're the same people at home as we are at work. And we've come to expect the same kind of experiences. We believe these experiences should be increasingly easy and engaging across the employee journey during everyday moments and during moments of change.

## Everyday moments

Whether it's information that lives in silos, workplace tools and technology that are inadequate or difficult to use, or employees not feeling heard or cared for, these seemingly small day-to-day experiences add up. Our research shows that many organizations have work to do to effectively address everyday pain points.

# 55%

Over half of employees do not feel their opinions and perspective matter to their employers.

## Moments of change

Outside of the everyday moments, there are also key moments of change in an employee's work or personal life that play a huge role in an employee's overall experience. Companies may have some processes in place for these major events, but they can often be manual or inadequate. From filling out new-hire paperwork and getting badge or key access to submitting leave forms by the deadline or emailing payroll to get a paycheck fixed, these moments matter—which means how organizations handle them matters too.

From an organization's point of view, these can seem like separate issues. They're probably better at some than others and don't necessarily see how a poor leave experience is connected to relocation or an employee's experience with workplace technology. These issues often cut across roles and organizational departments such as HR, IT, and finance.

Employees don't see it that way, though. **Every action, whether it's handled by the benefits department or IT, is seen as a united effort to help or hinder their experience. They expect personal solutions to the most personal issues of their lives.** They expect an experience that equips them to do great work and enjoy their job.

So, what do employees think? What are their perceptions of the employee experience and where do they see room for improvement? Do age and experience color their perceptions or expectations? What about company size or past experience with technology?

Our research attempts to answer all these questions and more with a deep look into employee perceptions of:

- The state of the employee service experience
- What matters to employees
- How improving experience improves your business
- How organizations can improve the employee experience

**Let's dive in.**

# 50%

Half of employees do not believe employers effectively support employees during important life events—like parental or medical leave.



## SECTION 2

# The State of The Employee Service Experience

Our research shows that overall, employers have much work to do to create a consistent employee experience that truly supports and equips employees. It's encouraging to see that employers have made great strides in improving some aspects of the employee experience like onboarding, which has been a key focus for many organizations in recent years. Yet it's also clear that other key aspects, such as pre-boarding, taking leave, or even accessing everyday information, have been neglected.



48% of employees say employers are invested in improving the employee experience for their workers.



50% of employees say employers effectively support employees during important life events such as parental or medical leave.



56% of employees say employers provide employees with easy access to information from HR or other departments.



37% of employees say employers always automate processes to improve the worker experience.



# Everyday moments: Simple tasks shouldn't be hard

Getting simple things done like having a question answered, getting an issue resolved, or finding information about a policy should be just that—simple. Yet for today's employees, this is not the case.

Close to half of employees do not find everyday moments easy to navigate.

## Employees do not find it easy to:

Receive an update about a request or issue they reported



Resolve an issue with their equipment on their own



Resolve an issue logging in to software



Get help with resolving an issue with their equipment



Get a question answered about their benefits



Find information about a company policy



“

I'd say finding policy information isn't hard, but it's not great, either. It's just OK. Certain policies are easier to figure out than others. The policies can be difficult to decipher. I understand incorporating so many people into a set of policies is complicated, but it seems like they could make it easier for us to understand.

— MANAGER, INFORMATION TECHNOLOGY AND SERVICES FIRM, 300,000 EMPLOYEES

The everyday moments in an employee's experience also include general perceptions of their employers and how valued they feel as a contributor at their organization. Whether or not employees feel heard and listened to can have a major impact on their ability to work and engage effectively.

### Many employees value the act of giving feedback.

67%

I believe the opportunity to provide feedback to my employer is a valuable use of my time.

60%

I have a strong desire to provide feedback to help my company improve.

### Yet, they're less likely to believe their feedback is appropriately valued or acted upon.

44%

I believe my employer cares about my unique point of view.

40%

I believe my feedback is acted upon by my employer.

Everyday moments matter. Although organizations might be distracted by issues in talent development, performance, rewards, and perks, they cannot overlook the day-to-day employee experience. With all the technology and resources available today, employees should feel equipped to get work done and supported by employers who listen and act appropriately on their feedback—but the data shows this is not the case today.

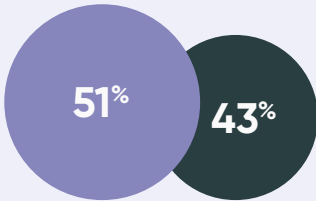
DID YOU KNOW?

Deskless workers feel less cared for and valued by employers

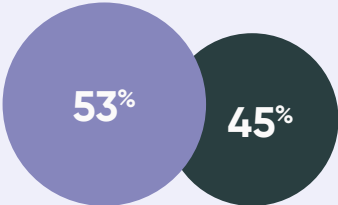
Compared with desk workers, or those who do most of their work at a desk, the data shows that deskless workers (those who do most of their work in the field) feel less cared for and less valued by employers. It's clear that employers have not done well in providing adequate support and connection to these distributed employees—but there's also clear opportunity to improve.

Employees agree...

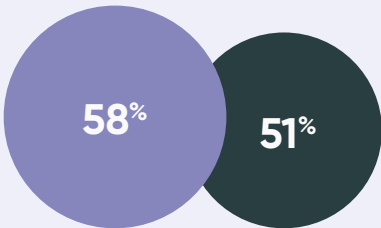
- Desk workers
- Deskless workers



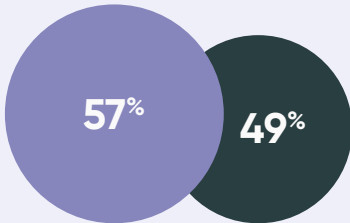
"Employers are invested in improving the employee experience for their workers."



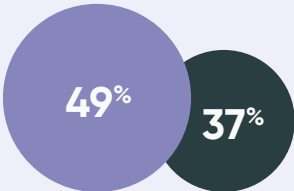
"Employers effectively support employees during important life events like parental or medical leave."



"Employers provide employees with easy access to information from HR or other departments."



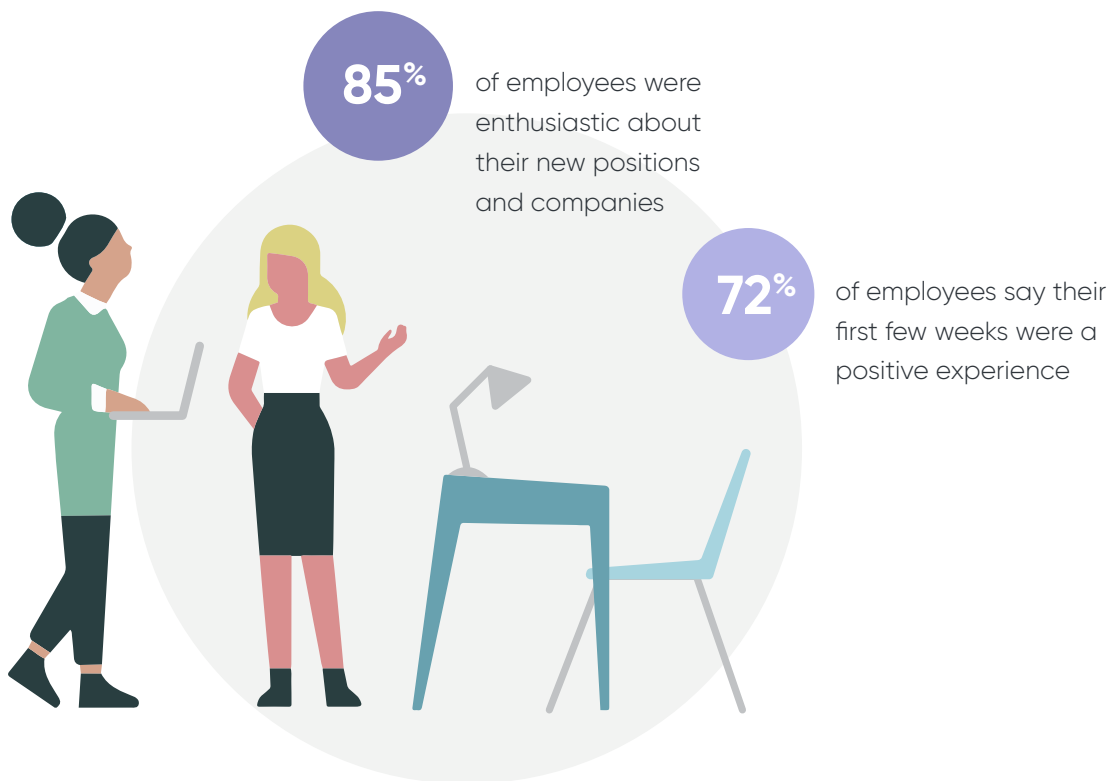
"I have felt valued by the companies I've worked for."



"I have felt my opinions and perspective matter to my employer."

## Starting a job: A big moment where the little things matter

Onboarding is a key focus for organizations looking to improve the employee experience and increase productivity and retention. It's a sensitive time for employees and organizations: There are no second chances for a first impression. In fact, research shows that 45% of new hires have applied elsewhere after a bad day at their new job. Many organizations recognize just how important the onboarding experience is, and have made efforts to improve it.



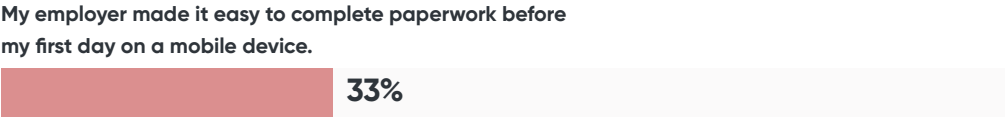
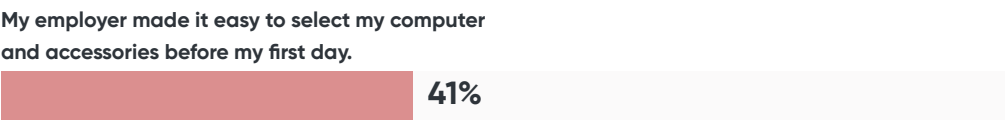
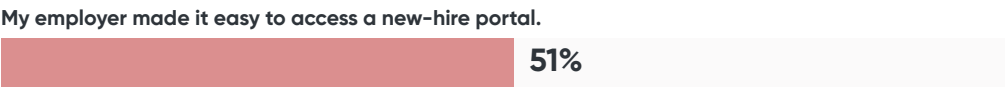
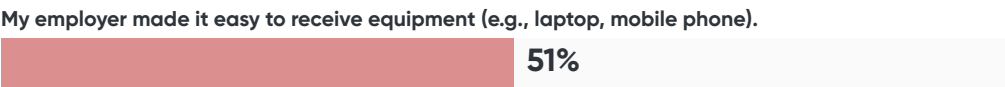
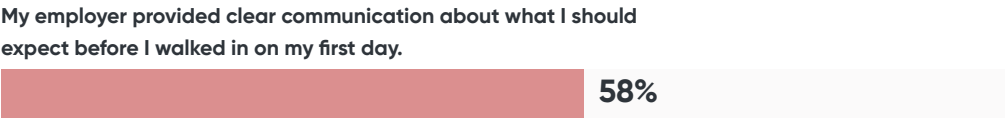
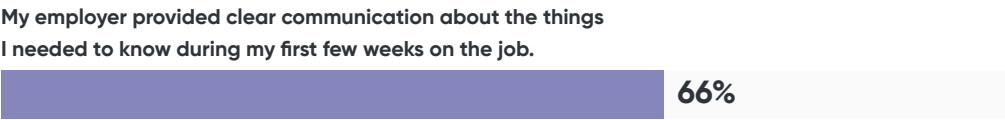
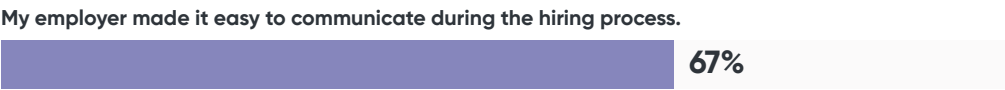
And when we take a macro view of our study's results, we see that this focus has paid off. It wasn't just lip service. Companies have put effort into onboarding and made clear improvements.

Employers have made headway with engaging new hires in their first few weeks. However, outside of general communication, the pre-boarding experience (the moments before and on an employee's first day) continues to fall short. While 85% of employees were enthusiastic about starting a new job, only 58% felt they received clear communication about what to expect before their first day. In view of the rising trend of "ghosting"—where new hires fail to actually show up on the first day of work—organizations can't afford to ignore this critical period.



What’s especially interesting here is that employees are finding many pre-boarding experiences difficult.

Employees report that completing paperwork on the go or having workstations set up and ready to go on day one is not the status quo, which means companies are failing to deliver the consumer-grade experience new hires need to feel supported and achieve productivity as fast as possible.



Employers are falling short on providing a consumer-grade onboarding experience for employees. New hires say it's not easy to complete paperwork via mobile or get their equipment before their first day.

59%

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Over half of employees do not find it easy to select their computers and accessories before their first day.

67%

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A majority of employees do not find it easy to complete paperwork on a mobile device before their first day.

“

**I was just trying to stay above water the first few days. Getting my laptop set up took a long time—they just dropped it off on my desk and I didn't know who to call. I finally found the help desk, but the whole process took about four hours. It was frustrating. On top of that, the next week I went to training and couldn't figure out how to log in to do the training modules. I had to ask friends to help.**

— FINANCIAL ADVISOR, FINANCIAL SERVICES FIRM, 40,000 EMPLOYEES

DID YOU KNOW?

# Employees at large organizations feel less cared for

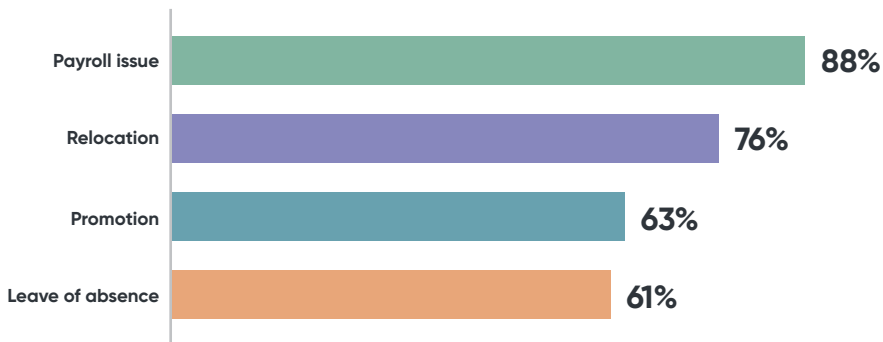
Employees at midsize organizations (2,000 to 9,999 employees) and large enterprise organizations (10,000 employees and above) feel differently about the ease of communicating and accessing information during onboarding. Employees at midsize organizations also value feedback and believe their employer cares about their point of view to a statistically greater degree than employees at large enterprise organizations.



## Moments of change: Employers are missing the mark

What happens after onboarding? While the majority of employees were enthusiastic about their new roles and had a positive first few weeks, only 63% of employees continue to be enthusiastic about their current positions and companies today. At more than a 22% drop, the data shows that organizations are falling short of giving employees the ongoing support they need throughout their experience—and especially in critical moments of change.

### Employees who do not rate their employer highly based on the following events



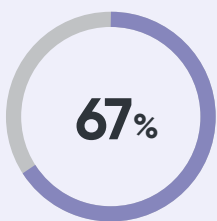
**Of employees who have experienced these moments of change, over half—and sometimes more than three-quarters—do not rate their employers highly based on those events.**

Whether for the birth of a child, the death of a family member, or personal health issues, leave can be one of the most stressful and meaningful moments of an employee's life. For extended leaves, how someone is treated can affect their longevity when—or if—they come back.

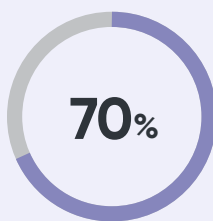
DID YOU KNOW?

## A deeper look at the leave experience

Employees find the formal process of taking leave to be relatively straightforward and simple.

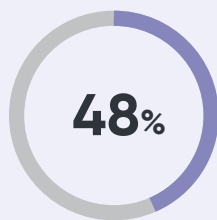


of employees found it easy to find information about their company's leave-of-absence process

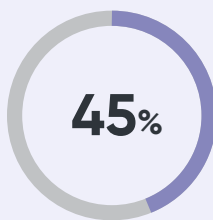


of employees found it easy to request a leave of absence

Yet employees don't feel supported through the entire moment of change.



of employees did not find it easy to hand off work before a leave of absence



of employees did not find it easy to pick up projects upon returning from a leave of absence



# Offboarding: The last chance for a good impression

When someone leaves the organization, how they get treated leaves a lasting impression. With employer review sites like Glassdoor, customer review sites, and more, former employees can have a lot of say on the future success of your organization's recruiting and sales. This is important because the employees we surveyed are reporting that employers are missing the mark in some key areas of the offboarding experience.

67%

Two-thirds of employees say their former employer did not conduct an exit interview.

## Offboarding falls short of creating advocates out of former employees

"My former employer made my departure a seamless experience."



"My offboarding experience had a positive impression on my relationship with my former employer."



"I would consider working for my former employer in the future."



"I would refer a friend/colleague to my former employer."



Over half of employees report easy offboarding experiences, yet these experiences were not quite positive enough to convince employees to refer other candidates or work for them again. While these numbers aren't abysmally low, they certainly suggest that organizations are missing out on a big opportunity to maintain strong relationships with their former employees.

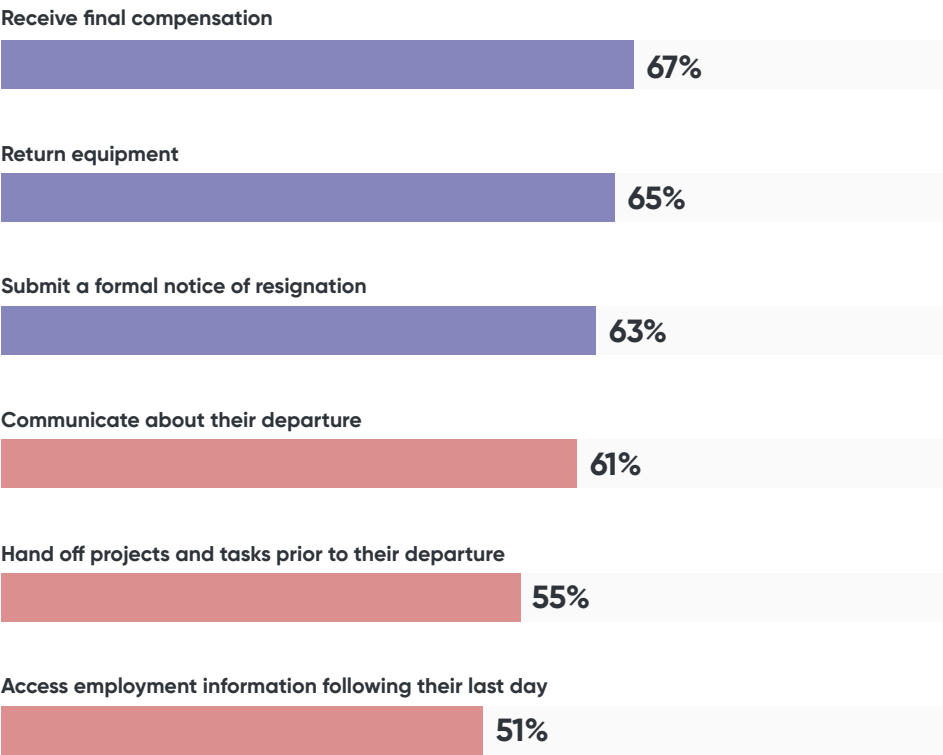
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Boomerangs can be exceptionally valuable to a company's growth because they're already familiar with its culture. There is an established employee-employer relationship that adds another layer of employee loyalty to the company, which in turn leads to increased retention. Boomerangs that have been away for a few years also have direct business value, as they bring with them new experiences, connections, points of view, and even potential customers.

— BRENDAN BROWNE, VP GLOBAL TALENT ACQUISITION, LINKEDIN

Similar to employee perceptions of the leave experience, employees feel positively about the more typical, formal activities of offboarding yet report the less tangible aspects—like communicating their departure and handing off projects—as slightly more difficult.

During offboarding, employees find it easy to:



In a tight labor market, burning bridges is no longer an option. While it makes sense that leaving a job is usually perceived less positively than the exciting experience of starting a new job or leaving work for the birth or adoption of a child, there is still much to improve to help employees feel better about the offboarding experience.

“

The process of offboarding was really ambiguous. I got a lot of different messages about when my termination would happen, what was required of me in my last few weeks, and what I was allowed to do after my last day. It would have been nice to get clearer expectations, and maybe even policies written down somewhere.

– FINANCIAL ADVISOR, FINANCIAL SERVICES FIRM, 55,000 EMPLOYEES

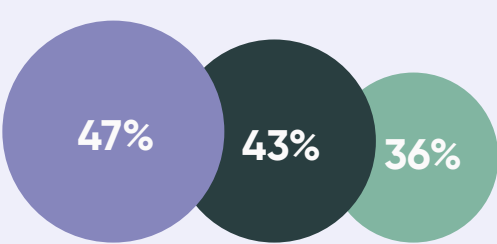
DID YOU KNOW?

# Negative offboarding experiences for baby boomers

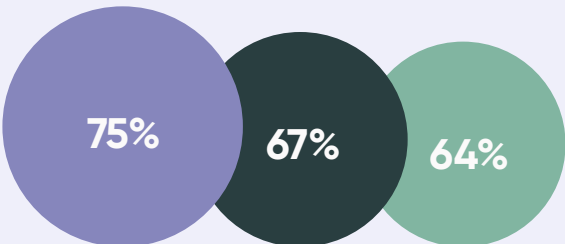
Baby boomers, who represent a wealth of experience to employers, felt much more negatively about their offboarding experience than their younger peers. Gen X, however, found the experience of getting their final paycheck much easier than other generations.

## Employees agree...

● Millennials    ● Gen X    ● Baby Boomers



"My offboarding experience had a positive impression on my relationship with my most recent former employer."



"Receiving my final compensation was easy."

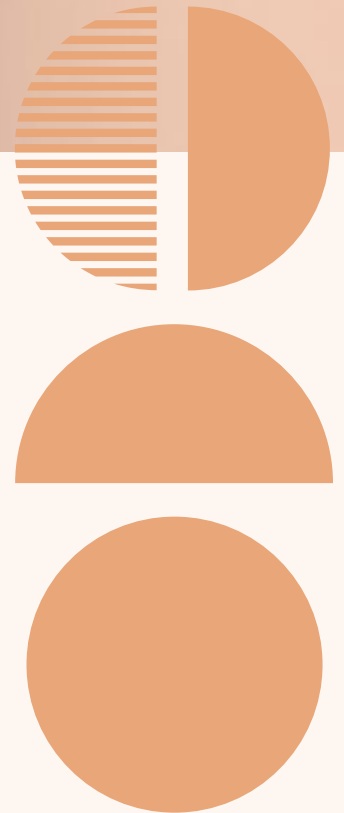




### SECTION 3

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# Employee Service Experience: What Matters to Employees



## Employees see room for improvement in three key areas

Improving the entire employee experience is key to driving optimal productivity and retention. But where should an organization start? A few important themes emerged through our research that provide insight into three key areas.



1

### Easy self-service and access to information in the flow of work

It's surprising today to see that nearly half of employees still struggle to get information and answers to basic questions—especially about HR policies and benefits. The primary focus for an employee should be doing great work for their organization, not figuring out how to navigate daily administrative tasks.

Our research shows that even with all the technology and tools abundant in the workplace today, employees are still not satisfied with the experience of getting the help and information they need.

#### Employees do not find it easy to:

Receive an update about a request or issue they report

52%

Resolve an issue logging in to software

46%

Get a question answered about their benefits

45%

Find information about a company policy

41%

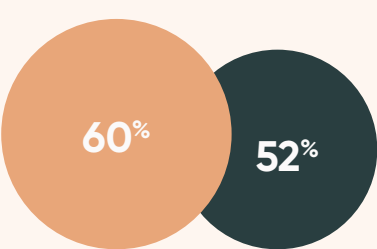
DID YOU KNOW?

As organizations grow, so does the disconnect

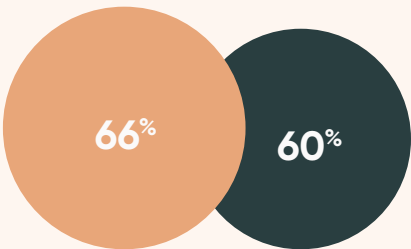
Not surprisingly, people at midsize organizations have an easier time finding information and getting help than those at large enterprise companies.

Employees agree...

● Employees at midsize organizations      ● Employees at large enterprise organizations



"Getting help to resolve an issue with my equipment is easy."



"It was easy for me to access the information I needed to get to work."

## 2

## Crucial moments in the employee life cycle

The data shows that the majority of employees do not rate their employers highly on these critical moments. This high dissatisfaction isn't due to a hopeless negativity, however. It's clear that employees have ideas for specific areas where employers can improve.

### A majority of employees who do not rate their employer highly also identify ways to improve



“

**My company moved me and paid for about \$3,000 worth in expenses, but a few years later I learned I owed taxes on it. I wish they would have told me that would happen. It was a great job and great place, though. I'd do it again.**

— SYSTEMS ENGINEER, TECHNOLOGY COMPANY, 2,000 EMPLOYEES



## 3

## Employees feeling heard

Employees see many ways their employers can improve their experience—the question is whether organizations are listening. Ensuring that employees feel valued and cared for is not just about hearing employees, it's about taking action.

**Again, many employees want to provide feedback, but feel uncertain about how that feedback is received.**

45%

"I have felt my opinions and perspective matter to my employer."

44%

"I believe my employer cares about my unique point of view."

40%

"I believe my feedback is acted upon by my employer."

These emotional, relational perceptions have a mutually beneficial relationship with the rest of the employee experience. Listen to employees, and you'll find out how to fix the rest. Fix the rest, and your employees will feel listened to.

“

**I feel like my opinions do matter, and I give feedback a lot. But the hard part is that if you have an idea for change, leadership is really too busy to support you. They listen really well but don't really give you the resources you need to make anything happen.**

**— NURSE, HOSPITAL, 3,000 EMPLOYEES**

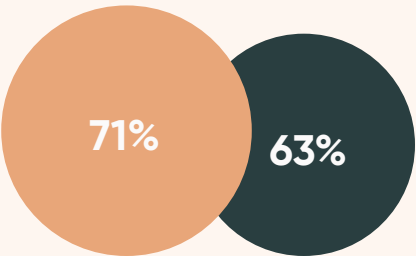
DID YOU KNOW?

# Employees at midsize firms feel more valued by their employers

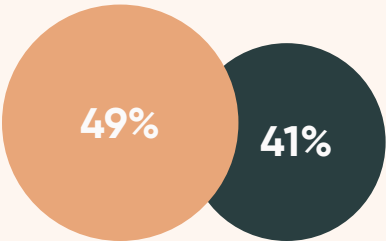
Employees at organizations with 2,000 to 9,999 employees see more value in providing feedback, possibly because they believe more strongly that their employer wants to hear it.

## Employees agree...

- Employees at midsize organizations
- Employees at large enterprise organizations



"I believe the opportunity to provide feedback to my employer is a valuable use of my time."



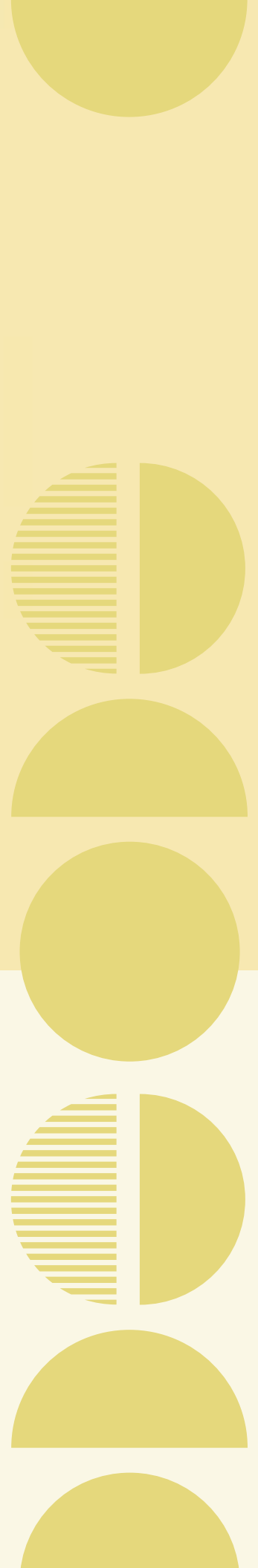
"I believe my employer cares about my unique point of view."



#### SECTION 4

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## Connecting Experience to Tangible Business Outcomes



So we know that employees want a great employee experience, but why should organizations provide one? Other than out of the goodness of their heart, our research shows there are three primary areas where employee experience can drive real results for organizations:

- Productivity
- Retention
- Customer satisfaction

## Productivity

Right now, the tools and processes employers provide employees fall short of creating an environment where employees can work efficiently and painlessly. Few employees believe employers automate processes to improve the employee experience, and over a third of employees have not been allowed to use mobile technology to access employee tools from HR or other departments.

However, employees who have had experience using a mobile device to access tools from HR or other departments asserted that these solutions improved their ability to access information, resolve issues, and get work done to a greater degree than those with no experience using such tools.

This demonstrates an important point: Employees don't always know what they're missing. Organizations may not get requests from employees for better workplace technology, but the data clearly demonstrates that doing so would greatly improve productivity.

# 52%

of employees have been allowed to use a smartphone or tablet to access employee tools from HR or other departments



### Employees with mobile access

To what degree did having access to employee tools for HR or other internal departments on your mobile device improve each of the following?

**My ability to access the information I needed**

62%

**My ability to resolve issues quickly**

55%

**My ability to get work done**

47%



### Employees without mobile access

To what degree do you believe having access to employee tools for HR or other internal departments on your mobile device would improve each of the following?

**My ability to access the information I needed**

39%

**My ability to resolve issues quickly**

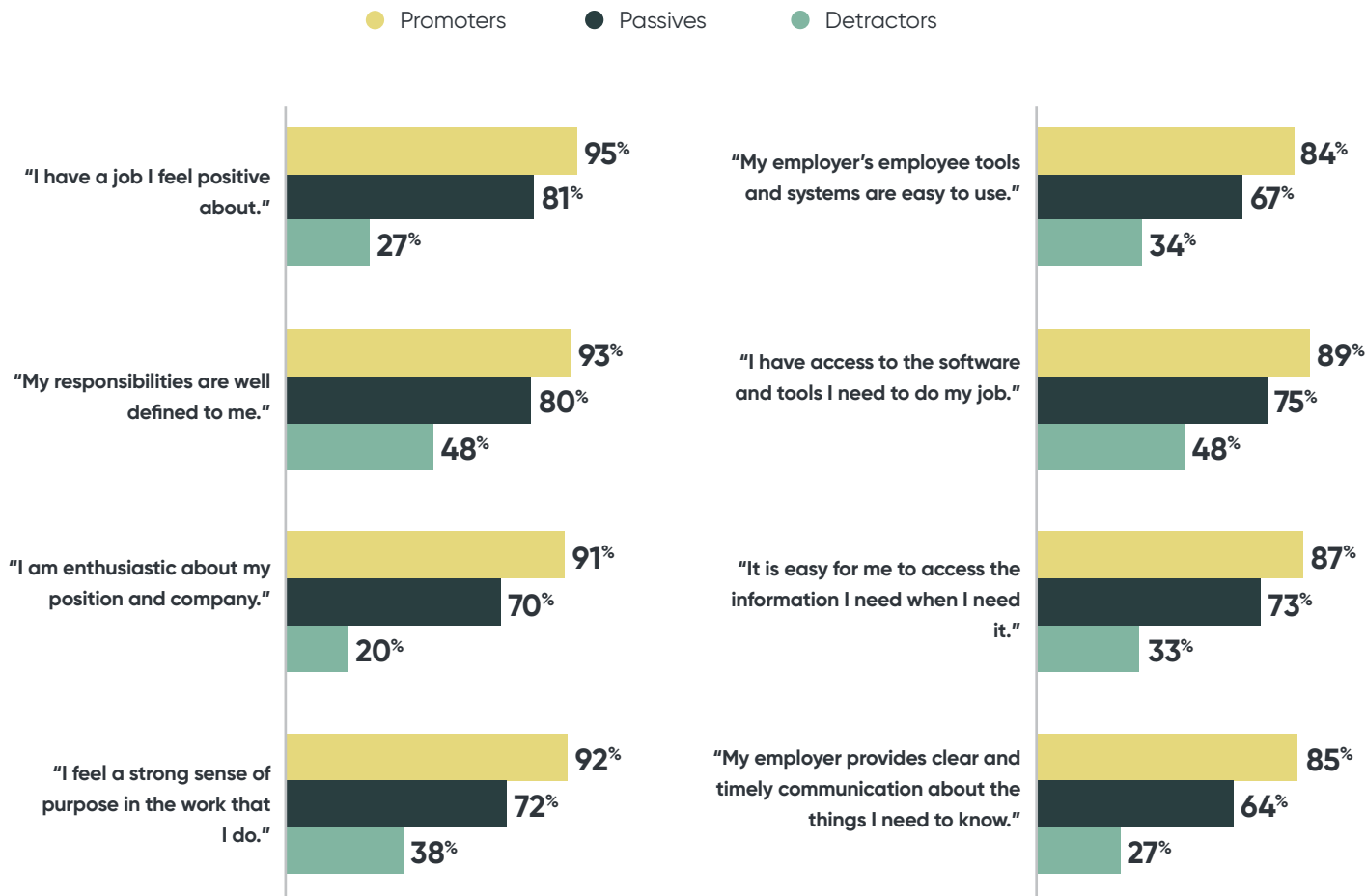
35%

**My ability to get work done**

22%

# Retention

There is a strong correlation between people who have a highly positive experience and those who are more loyal and likely to stay with their employer. Employees with high eNPS scores are much more likely to rank highly for general sentiments about their work experience.



# Customer satisfaction

You can train your employees on customer service all day, but there are challenges and situations that no manual can cover. If you want your employees to deliver a great customer service experience, you first have to deliver a great employee service experience.

To put it another way, empathy begets empathy. Creating an employee experience that manifests a culture of empathy—from executive leadership all the way to the employee’s direct manager—is critical to driving empathetic customer service and outstanding customer satisfaction. We see this two-way street of empathy bear out in the data: A majority of employees are personally committed to serving customers and also feel strong relationships with their managers.



77% of employees say they are personally invested in doing great work for their company and its customers.



66% of employees care deeply about the challenges their company and its customers are working to solve.

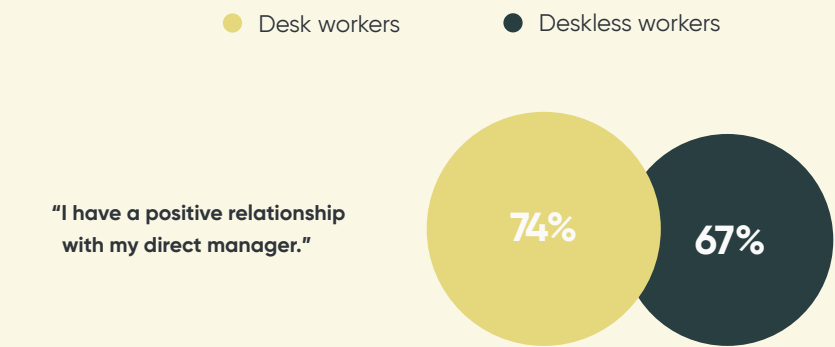


71% of employees have a positive relationship with their direct manager.

DID YOU KNOW?

In the field, manager relationships suffer

Deskless workers differ dramatically from desk workers in how they view their relationships with direct managers.



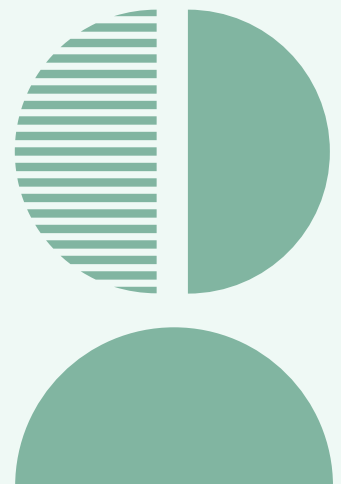




## SECTION 5

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# How Can Organizations Improve The Employee Service Experience



The impact of an organization's decisions on the employee experience is not a question of "if" but "how." Whether they realize it or not, employers are already making decisions that affect the employee experience. Some are positive and some are negative. Rather than maintaining the siloed view of the employee experience as something that only HR or IT affects, organizations need to realize that from the employee's point of view, it's a much more holistic experience.

**There are four ways employers can ensure that the entire employee experience is a positive one:**

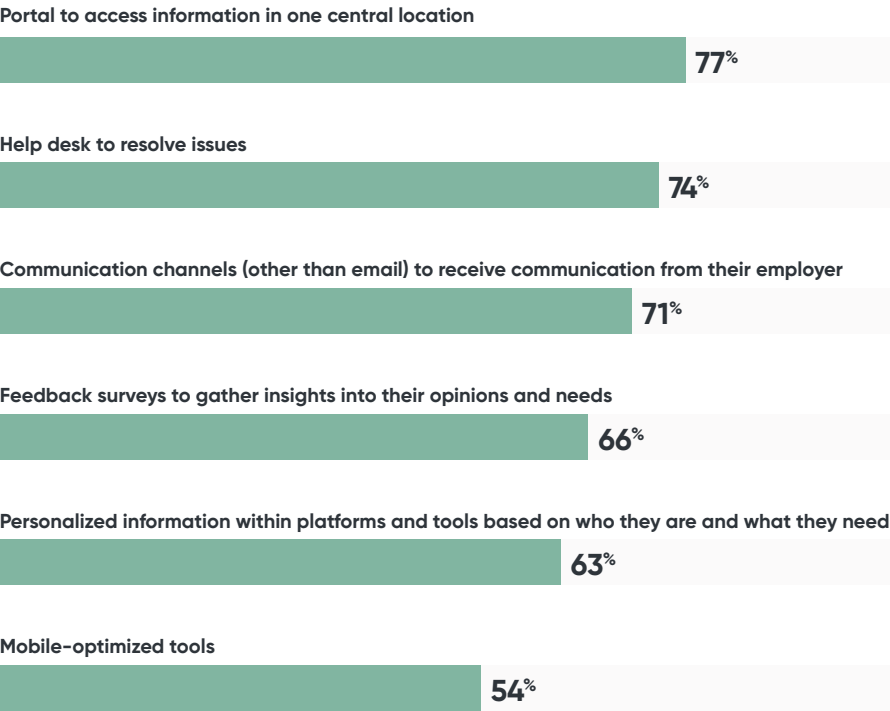
1

## Make it easy for employees to get service from HR and other departments in the flow of work

Many organizations forget that just as customer experience starts with great customer service, so does the employee experience. Organizations can provide better support to employees by treating them like internal "customers"—which means a poor user experience is no longer an option. In today's modern workplace, the number of employee-facing tools continues to increase, and employees are feeling the stress. Organizations need to give employees a single place to manage their work needs, get service from multiple departments, and be guided to all the right processes while shielding them from back-end systems complexity and multiple touch points.

The data shows that employees have high expectations for simple innovation like a single portal for information and a help desk, and lower expectations for more recent innovations like personalized experiences and mobile-optimized tools.

**Employees expect employers to offer the following solutions:**



Having consistent processes and user-friendly tools is important. Organizations should also consider using strategic, innovative organization methods to foster constant optimization and experimentation in the employee experience. Agile methodology, for example, can help HR and other departments accelerate planning, drive cross-functional collaboration, create better solutions, and avoid lengthy, top-down processes that hinder progress. This outside-the-box way of working and thinking is essential to creating an efficient, pleasant work experience that drives productivity.

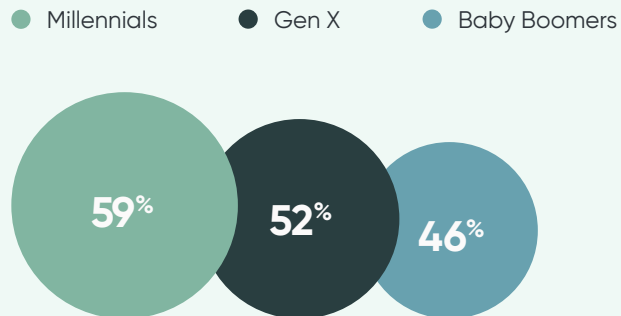
#### DID YOU KNOW?

## Key differences in expectations

The differences in expectations between generations of employees is no surprise. Organizations must take these expectations into account as they make improvements and adjustments to enhance the employee experience.

Millennials expect employers to provide mobile-optimized tools to a statistically greater degree than Gen Xers and baby boomers.

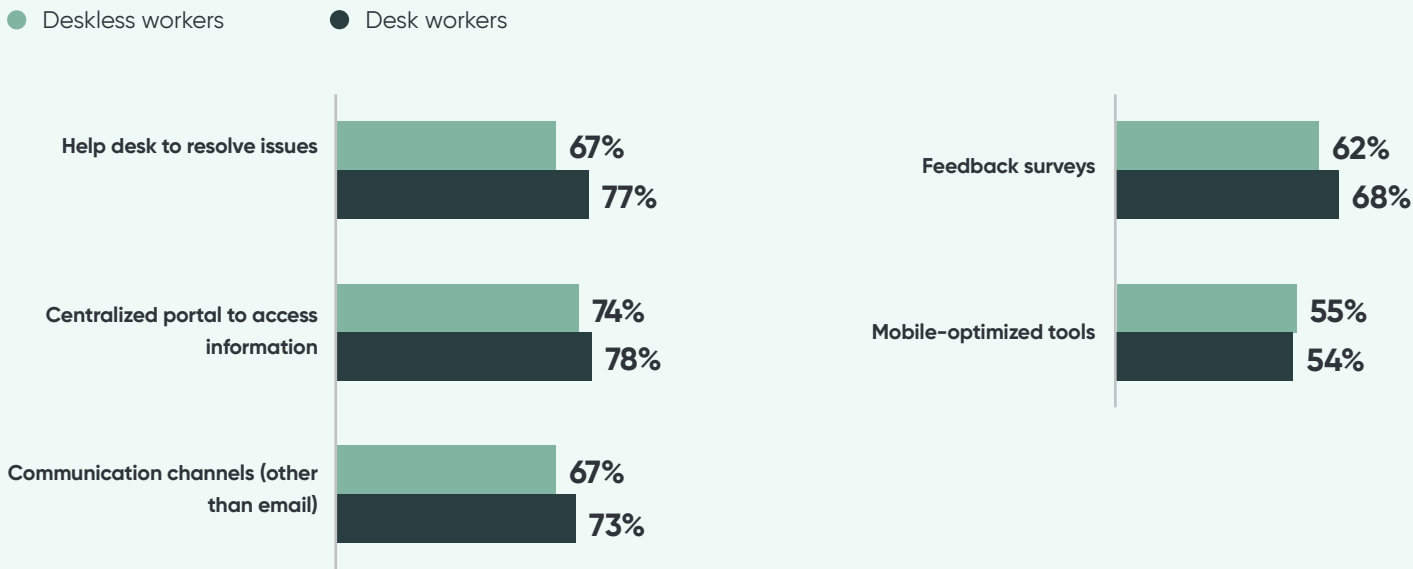
#### Employees agree...



"I expect employers to offer mobile-optimized tools to employees."

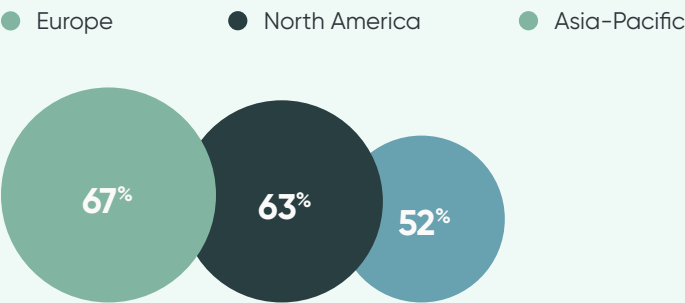
Unsurprisingly, the mobile experience for deskless workers is especially important. The data shows that deskless workers have significantly lower expectations than desk workers for all employer-provided tools—a help desk to resolve issues, a centralized portal to access information, feedback surveys—except mobile-optimized tools.

I expect employers to provide...



When it comes to expectations for employers to provide employees with personalized information in platforms and tools, workers in Europe and North America both have significantly higher expectations than those in Asia-Pacific.

Employees agree...



"I expect employers to offer personalized information to me within platforms and tools based on who I am and what I need."

2

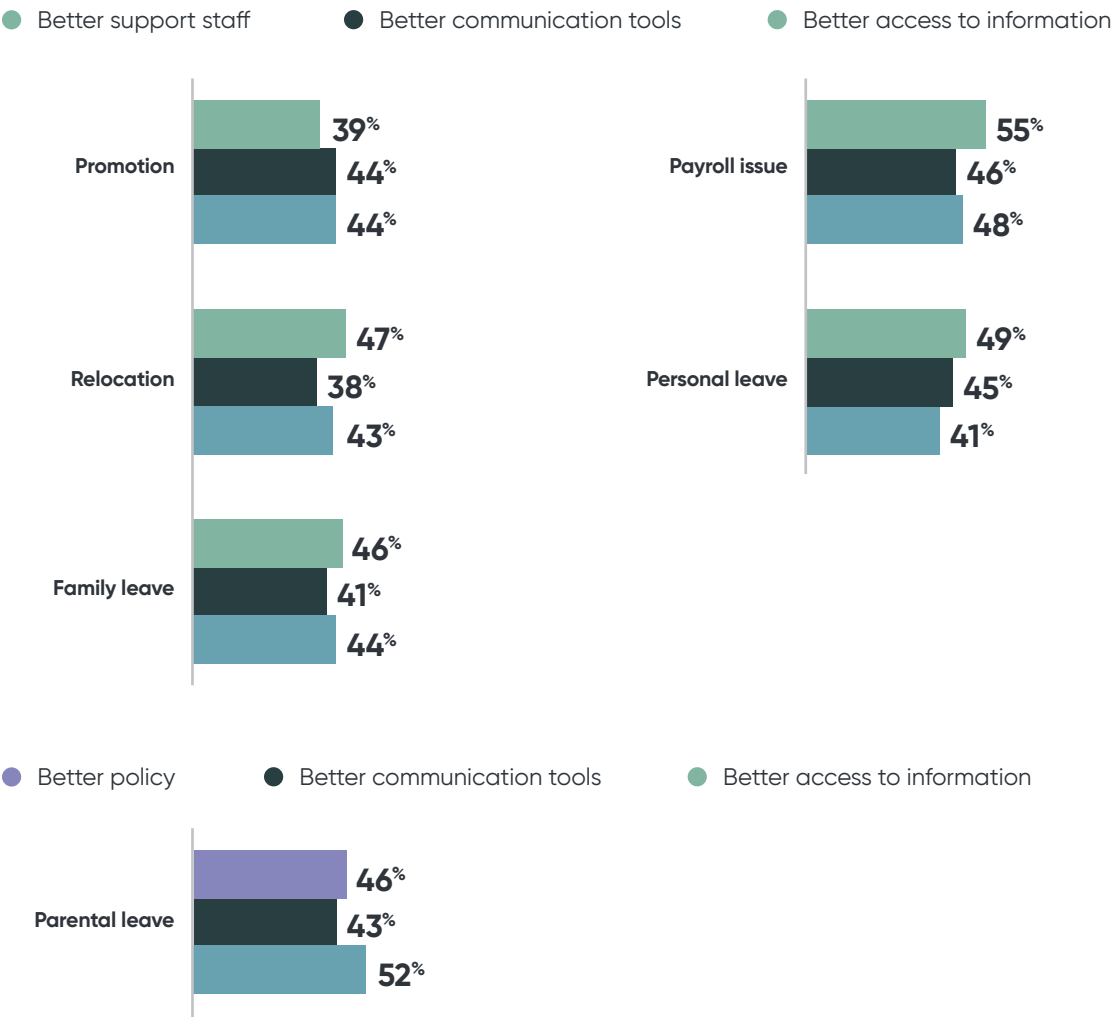
## Focus on and design for moments throughout the employee journey

Creating a seamless daily experience for your employees to get work done is critical, but these points of inflection—offboarding, onboarding, leave, relocation, promotions, and payroll issues—can’t be overlooked.

These moments of change can have a huge impact on an employee’s relationship with their company. Outside of better policy for parental leave, the top three solutions employees report could make the biggest difference across all moments of change are:

- Better support staff
- Better access to information
- Better communication

### The Top Ways Employers Could Improve Moments of Change



“

The ability to take personal leave saved me from quitting my job. I was at the point where I couldn't do it anymore. One of my co-workers reached out and encouraged me to talk to my managers. It was the busiest time of the year, but they gave me two and a half weeks to take unplanned paid time off. They completely understood and made the whole process easy. It really made me feel like they cared for my mental health and well-being. The only thing is I wish I'd known more information about the process sooner. I had no idea it was even an option.

— NURSE, HOSPITAL, 3,000 EMPLOYEES

## 3

## Eliminate silos to deliver consistent, reliable information

In addition to revealing that better access to information is one of the top ways organizations could improve moments of change, our research also shows that just over half of employees say their employers provide easy access to information from HR or other departments. Since information is key to getting work done, this seems incredibly low. Employers must do better.

**Employees don't care where they get their service from or how they get it; they care about how consistent and reliable it is.**

Every team that touches the employee experience—from HR and talent to IT and lines of business—must work together to eliminate silos between technology, processes, systems, and departments.

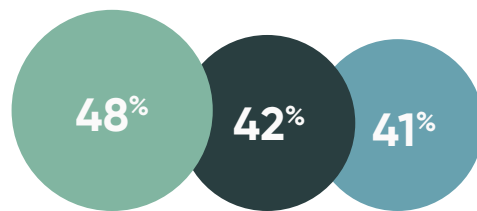


## 4

## Listen to the employee's point of view effectively

An employee's perception of how employers solicit feedback and what they do with that feedback dramatically influences an employee's desire to engage in a dialogue with their employer. Less than half of all employees believe their current employers care about their unique perspectives—but what's really interesting is how this changes over the generations.

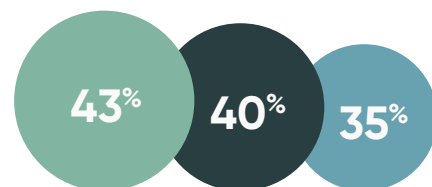
● Millennials ● Gen X ● Baby Boomers



**"I believe my employer cares about my unique point of view."**

We also see this downward trend with employees' perceptions of how their feedback is received.

● Millennials ● Gen X ● Baby Boomers



**"I believe my feedback is acted on by my employer."**

There's a clear trend showing that the longer employees stay in the workforce, the more they feel their feedback doesn't matter or isn't handled appropriately. Every time an employee gives feedback, they are placing trust in their employer. That trust has an expiration date, and as their feedback is not responded to appropriately, that trust erodes.

Employers can counteract this downward trend by taking every point of feedback seriously. They should listen thoroughly to all forms of employee feedback, evaluate it consistently, and take the appropriate action every time.

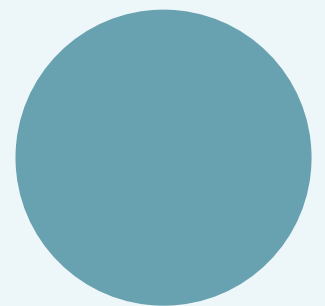
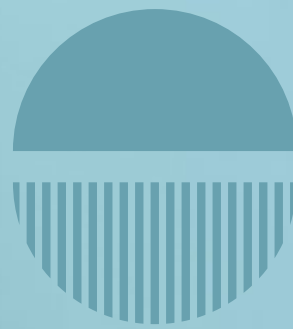


DID YOU KNOW?

# Employees in Asia-Pacific show a greater distrust in privacy—and a lesser desire to give feedback

Employees in the Asia-Pacific region demonstrate a statistically lesser degree of trust in their employer’s commitment to privacy and belief in their employer’s value placed on feedback—which seems to suggest a lesser willingness to give it.





## SECTION 6

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# The Employee Service Experience Matters Today

At ServiceNow, we believe work life should be as great as real life. People should be able to get the information and support they need throughout the entire employee experience: the big moments and the small.

Yet when employees do not find it easy to do simple things like resolve issues with software and find information on a company policy—and especially not via mobile technology—it's clear that work life is far from simple.

**Doing employee experience well on a scaled and consistent basis is difficult—but not impossible—and important to get right.**

It's time to create a holistic employee experience that equips employees to get work done, supports them during moments of change, and ensures they feel valued and heard.

“

**I've worked at companies where I felt completely unsupported—like I was on an island. My current company has given me the training and support, so I know where to go for resources, how to escalate issues. And that has been the biggest thing that's contributed to my positive outlook.**

— ACCOUNT EXECUTIVE, SOFTWARE COMPANY, 3,000 EMPLOYEES

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# ServiceNow can make that possible.

We're here to help you put service at the heart of your business with an employee service delivery platform that delivers intuitive experiences, breaks down silos, and unlocks enterprise-wide productivity.

**Contact us to learn more**

*[servicenow.com/lpdem/demonow-hr-service-management.html](https://servicenow.com/lpdem/demonow-hr-service-management.html)*

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## Additional Resources

Enjoyed this report? Learn more in these pieces from ServiceNow:

- [Employee Experience in Europe: Bringing Clarity With the Employee's Point of View](#)
- [Spring 2019 Workflow Quarterly](#)
- [Workflow](#)

APPENDIX

# Research Information

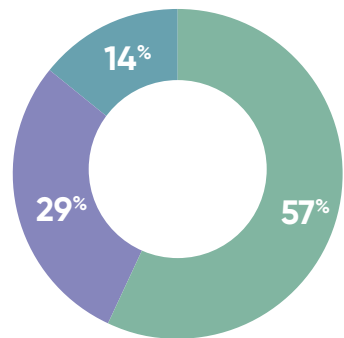
## Methodology

To conduct this study, we used a mixed-mode research methodology that included surveying 1,408 full- or part-time employees at companies with 2,000 or more employees. We focused specifically on three global regions, with emphasis in the following countries:

- North America:** United States, Canada
- Europe:** United Kingdom, France, Germany, Netherlands
- Asia-Pacific:** Australia, Japan, Singapore

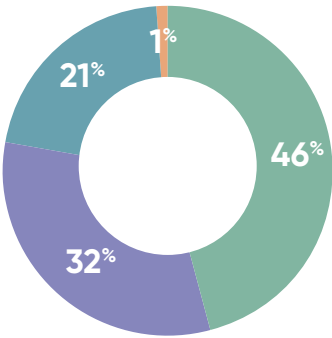
## Sample Profile

Region



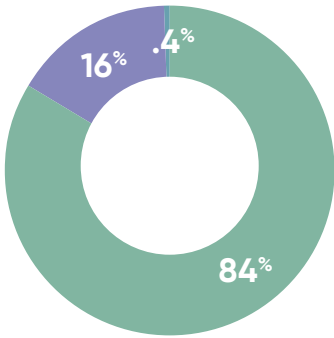
- North America (United States, Canada)
- Europe (United Kingdom, France, Germany, Netherlands)
- Asia-Pacific (Australia, Japan, Singapore)

Generation



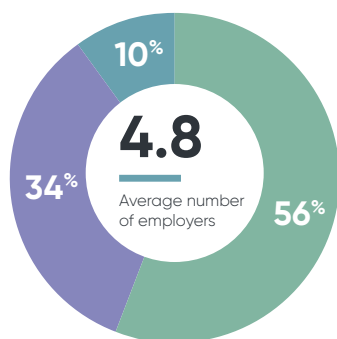
- Millennials
- Generation X
- Baby boomers
- Generation Z

Current Employment Status



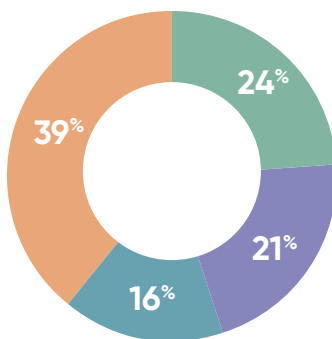
- Full-time
- Part-time
- Contract

### Number of Employers



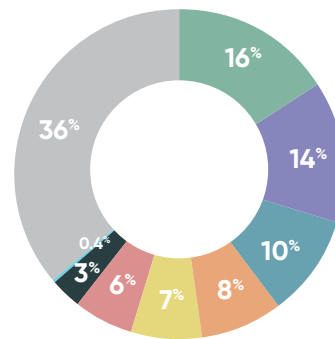
- 1-4 employers
- 5-9 employers
- 10 or more employers

### Current Employer Company Size



- 2,000 to 4,999
- 5,000 to 9,999
- 10,000 to 24,999
- 25,000 or more

### Industry



- Retail
- Healthcare
- Government
- Education
- Banking or Finance
- Technology or High Tech
- Public Sector
- Public Health
- Other

## About ServiceNow

ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise.

