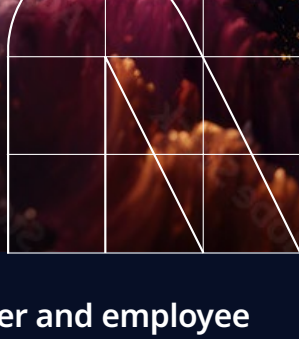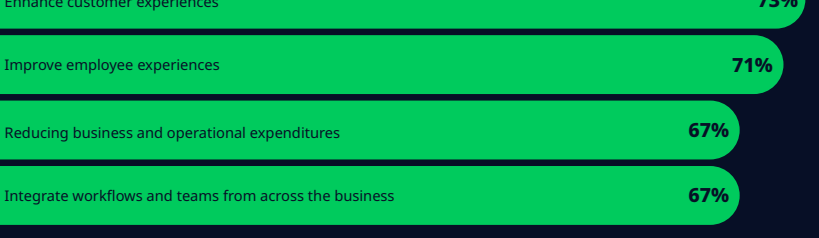NTT DATA

Brought to you by
OMDIA

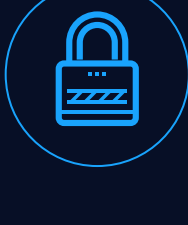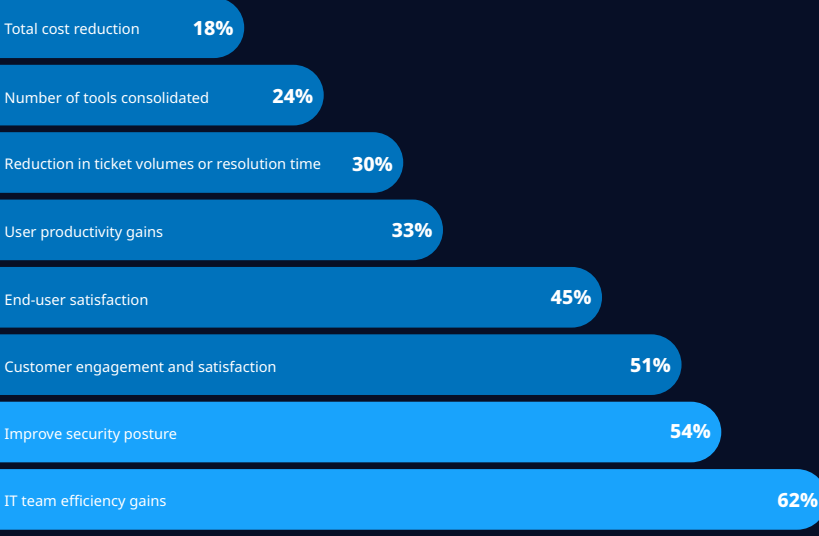# Innovating with ServiceNow for better digital experiences

Improving operations and customer and employee experiences are vital service management priorities

|	
Improve service operational efficiencies	75%
Enhance customer experiences	73%
Improve employee experiences	71%
Reducing business and operational expenditures	67%
Integrate workflows and teams from across the business	67%

Security improvements are increasingly being viewed as a service management measure of success

What metrics do you use to gauge the success of new IT management technology investments?

Total cost reduction	18%
Number of tools consolidated	24%
Reduction in ticket volumes or resolution time	30%
User productivity gains	33%
End-user satisfaction	45%
Customer engagement and satisfaction	51%
Improve security posture	54%
IT team efficiency gains	62%

In measuring ROI, most organizations view IT team efficiency gains and an improved security posture as metrics of notable importance.
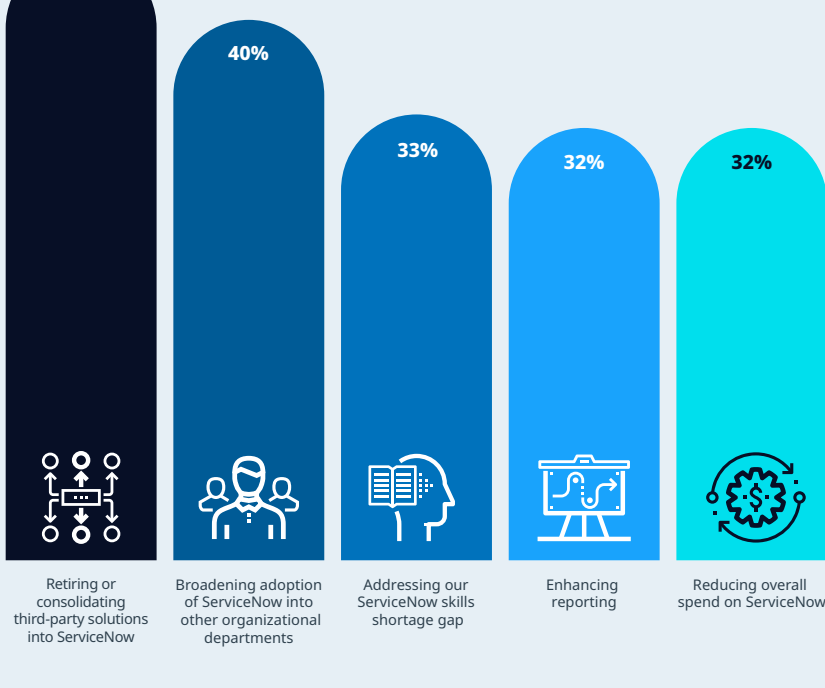
The lack of metrics being used to analyze tool consolidation and the associated cost benefits is surprising and represents an area of opportunity.
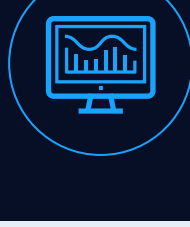
Technology consolidation and expanding ServiceNow adoption are business priorities
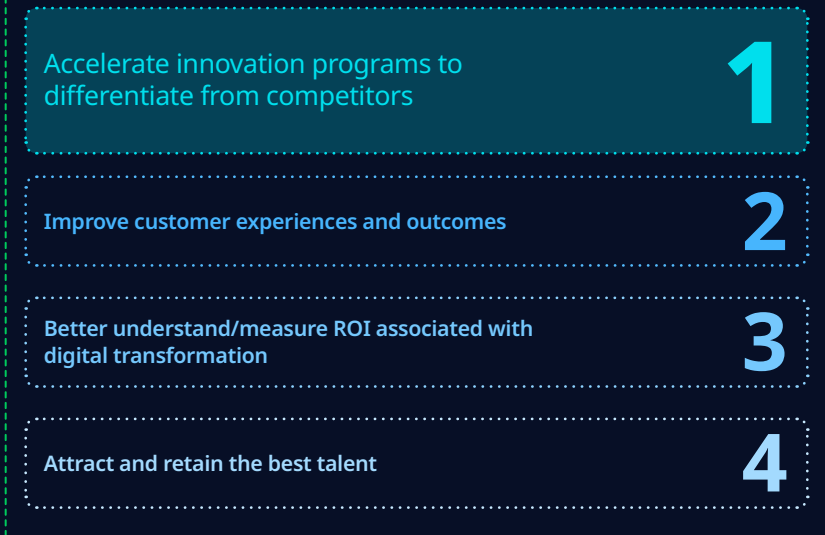
Technology consolidation and the simplification of the tech stack is perhaps one of ServiceNow's biggest strengths — and one that is still relatively untapped.

What are your most important ServiceNow goals for the next 18 months?

45%	40%	33%	32%	32%
Retiring or consolidating third-party solutions into ServiceNow	Broadening adoption of ServiceNow into other organizational departments	Addressing our ServiceNow skills shortage gap	Enhancing reporting	Reducing overall spend on ServiceNow

Businesses will look to ServiceNow partners to help them innovate and deliver better customer experiences

What are the most important "future of work" priorities you feel ServiceNow will support over the next 18 months?

Accelerate innovation programs to differentiate from competitors	1
Improve customer experiences and outcomes	2
Better understand/measure ROI associated with digital transformation	3
Attract and retain the best talent	4

*2024 results showing top 4 responses were priority 1 and 2; response options were combined

Improving CX is achieved by improving workflows across the entire business, from the back-office through to the front-office.

New technology alone will not help businesses achieve these objectives. The value and expertise of ServiceNow partners will be vital in ensuring optimal utilization.
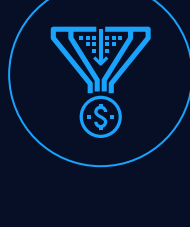
Accelerate your digital transformation with ServiceNow.

See how: us.nttdata.com/servicenow

NTT DATA

2024 ServiceNow Insight and Vision report
2024 Global survey results

NTT DATA