



# Capgemini and ServiceNow.

Service excellence with ServiceNow.



## Service excellence matters.

Every business claims to care about service quality. The most successful businesses prioritize service excellence. They don't compromise on providing exceptional customer and employee experiences, because they understand the critical connection between service excellence and business outcomes. Service excellence enables companies to achieve their highest-priority goals:

- Building a reputation for customer service
- Attracting and retaining top talent
- Creating a culture of innovation
- Accelerating new product development and time-to-market
- Improving process and operational efficiency
- Driving new sources of revenue
- Success with digital transformation initiatives

Together, Capgemini and ServiceNow accelerate your journey to service excellence—every step of the way. We deliver a holistic approach focused on your entire business ecosystem, not just piecemeal processes. We offer the right combination of technology, experience, credentials, and proven results to deliver superior business outcomes.

## A new approach to solving an old challenge

It's easy to identify a need to improve service quality: People can't get straight answers to simple questions. For example:

- **Employees** want to know why it's so hard to find out how much vacation time they have
- **Customers** want to know why your company's app keeps crashing
- **The CEO** wants to know why there are still more complaints than new customers
- **The service team** wants to know why it has to do repetitive tasks manually

Today, it can be extremely difficult to improve service quality because the complexity of service management is out of control. Everything is on an upward spiral: The number of systems and technologies involved, the number of suppliers, the expectations of customers and employees, the regulatory demands, the volume of data, cost and profitability pressures, the list goes on.

Clearly, it's time for a new approach to service management—a comprehensive approach that can extend to every business process across the enterprise and the entire supply chain. That is what Capgemini and ServiceNow bring to the table.

- **86%** of buyers will pay more for a better customer experience.
- **57%** of customers won't recommend a brand if the mobile or web experience is sub-par.
- **92%** of customers will abandon a company or brand after 2-3 negative experiences.
- **83%** of HR leaders cite "employee experience" as a major factor in organizational success.
- **66%** of companies now compete primarily on the basis of customer experience.
- **70%** of the current workforce is "not engaged" or "disengaged" with their work, draining productivity.

<sup>1</sup>Source: PwC, 2019.

<sup>2</sup>Source: Gartner Customer Experience Survey, 2019.

<sup>3</sup>Source: SWEOR, 2019.

<sup>4</sup>Source: ServiceNow, 2019.

<sup>5</sup>Source: PwC, 2019.

<sup>6</sup>Source: Forbes, 2018.

We have introduced a new model of Digital SIAM (Service Integration and Management) that unlocks the full potential of your business ecosystems and accelerates transformation of the customer experience, across your entire journey to service excellence.

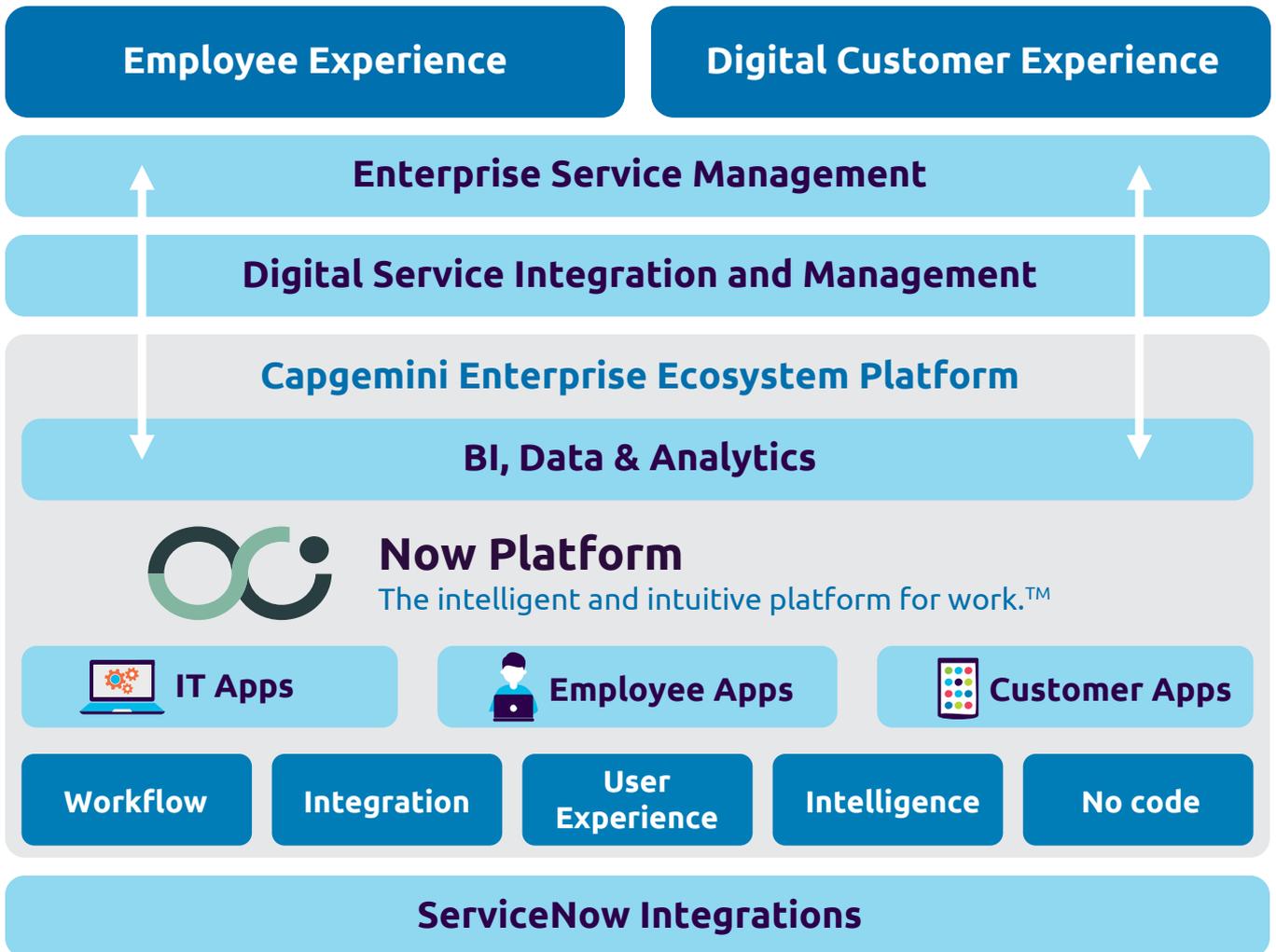
We call it the **Business Ecosystem Platform**. It's powered by the ServiceNow platform (the "Now" platform) and it offers a unique combination of capabilities:

- Delivers a dynamic service portfolio
- Removes duplication across services
- Takes control back from suppliers
- Creates a plug-and-play, integrated supplier model

With these capabilities, the Business Ecosystem Platform delivers the best of both worlds: the flexibility, innovation and efficiency of a multi-sourced business ecosystem; and the accountability and simplicity of a single-source provider model.

The Business Ecosystem Platform delivers the results that matter across the enterprise:

- **Superior service quality** by truly integrating suppliers, creating a single line of sight and one version of the truth.
- **Robust governance and control** by engaging business functional leaders; integrating providers, technologies & capabilities and ensuring alignment, cooperation and accountability.



Capgemini's Business Ecosystem Platform, powered by Now Platform.

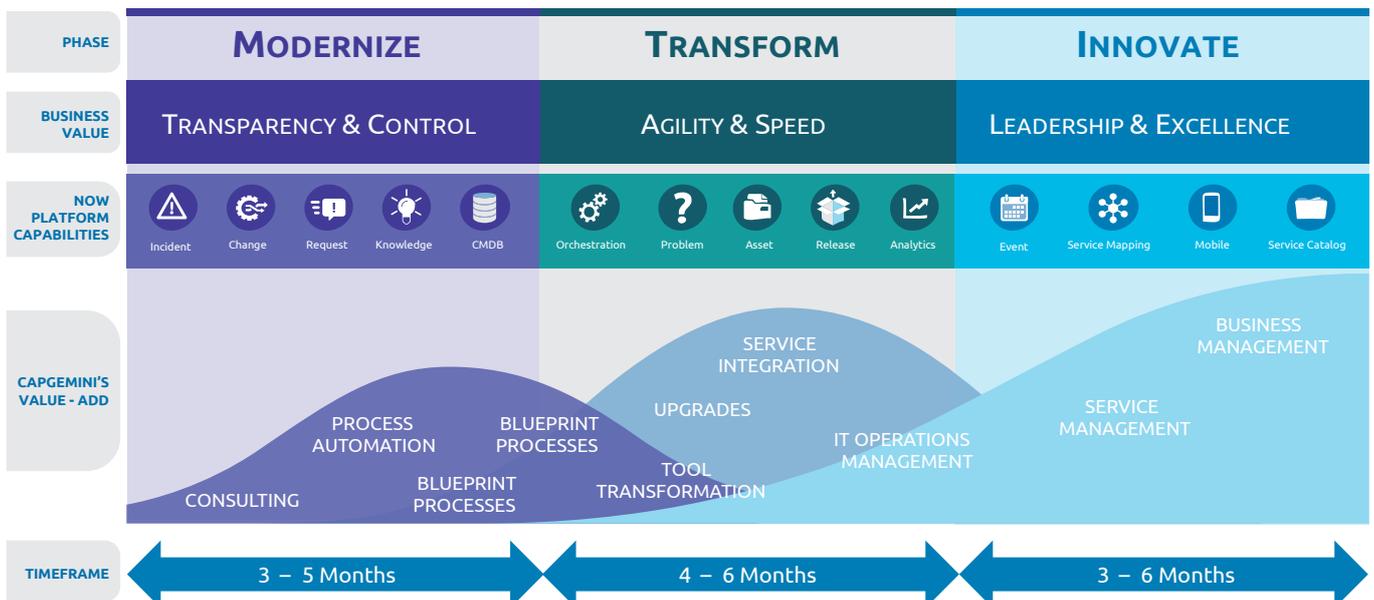
- **Cost savings and operational efficiency** by reducing duplication across functions and suppliers and leveraging optimized ITIL-based process stacks.
- **A superior customer and employee experience** by harnessing Capgemini's Digital SIAM Automation Platform, which delivers "Amazon-like" digital marketplace.
- **Rapid and agile innovation** by combining a digital service fabric, pre-configured ServiceNow automation tools, advanced integration technologies (IPaaS), and a service governance and operating model.

## Capgemini: Adding value every step of the way

While ServiceNow provides an excellent foundation for building service excellence, Capgemini complements and adds value to the Now Platform on many levels. We provide:

- **The right technology**, including both the Now Platform and Capgemini's Enterprise Management Tools Transformation (EMTT) offering, which radically reduces the cost, risk, disruption and aggravation of upgrading and migrating your service management toolset to the cloud. EMTT includes multiple levels of services, including:
  - Advise/consult: We provide tools transformation design, strategy and roadmap services for ServiceNow implementations and upgrades, including Integration and migration strategy services.

- Build/transform: We'll assist you with a new implementation or upgrades and enhancements to your existing ServiceNow deployment.
- Run: We can provide managed services and staff augmentation capabilities, as well as project & consulting support and augmentation.
- **All business processes:** Through our Digital SIAM and Enterprise Service Management (ESM) offerings, Capgemini can help your service organization dramatically improve any repeatable business process across the enterprise, including Customer Service Management (CSM), HR Service Management (HRSM), Security Operation (SecOps), Finance, Business Service Management (BSM), IT Service Management (ITSM), IT Operations Management (ITOM), IT Business Management (ITBM), and more.
- **Proven UX expertise**, including global experience with:
  - Personas: understanding fulfiller and requester needs
  - Portals designed with a specific user experience in mind
  - Service catalogs for easy ordering of items
  - Usability testing with adjustment to your users' needs
  - Gamification to raise adoption rates
- Capgemini's **ServiceNow Centers of Excellence (CoEs)**, which let you take advantage of everything from webinars, to monthly Project Connect meetings to discuss project issues and prepare roadmaps, to our Innovation Drive program where we share learning, incubate ideas, create POCs, to training programs tailored to your needs, to our Rescue Cell, where we assist in the resolution of escalated issues.



Capgemini and ServiceNow can accelerate your entire journey to service excellence.

## Our ServiceNow credentials: extensive and impeccable

Capgemini has been a Certified ServiceNow **Global Alliance Partner since 2009**, and today we are a **ServiceNow Elite Partner**.

**Our 800+ ServiceNow and process consultants have substantial ServiceNow expertise gained from 300+ engagements and have earned 870+ ServiceNow certifications. We have performed large-scale rollouts at Fortune 500 enterprises.**

Capgemini maintains dedicated **ServiceNow Centers of Excellence in India, Poland, Africa, and the United States**, where we provide early access to new product releases; product demonstrations; interaction with ServiceNow Technical Architects to discuss project challenges, tools, and new product features; participation in developer events; training on new features and modules; quick, accurate responses to product-related questions; and much more.

Our strongest ServiceNow credential is our portfolio of reference customers. The example below is illustrative, but we encourage you to request additional examples pertaining to your industry.

### State of Texas: Transformational Results

Texas continues to experience a Texas-size growth rate in population, but the state's IT infrastructure was not keeping pace with new demands. A study concluded that 60% of its Department of Information Resources (DIR) technology met the clinical definition of "obsolete."

To modernize the capabilities, technologies, and services required to serve the state, the State of Texas chose Capgemini as the Multi-sourcing Service Integrator (MSI). Capgemini delivered an end-to-end, business-process-oriented approach. Leveraging the Now Platform, Capgemini provided easy-to-consume dashboards that show the health of the state's IT environment. Capgemini also provided Digital SIAM, multi-sourcing service integration options, front-end service-desk management, cybersecurity services, and end-user account management.

The State of Texas transitioned to a new, integrated IT service model within six months and became a broker of IT services, realizing sizeable benefits:

- **95% overall customer satisfaction**
- **77% server consolidation**
- **98% change-management success**
- **Reduced state-wide costs for services**
- **Strengthened security and disaster-recovery**
- **Aligned service-component providers to business-based objectives**

[Read the full success story here](#) 

# Compelling Advantages of Capgemini's Approach

To put it as simply as possible, Capgemini understands service integration better than anyone in the industry, and the breadth and depth of our ServiceNow experience makes us uniquely qualified to add value to your ServiceNow deployment. A closer look at the advantages of Capgemini's approach provides additional insights.

## Business focus

The starting point for any Capgemini engagement is always the same: your business objectives. We engage early with your senior business leaders and initiate open and honest dialog to truly understand your unique pain points, your goals and your expectations. We can then assist you with every phase of your journey to digital excellence, from modernizing your processes, to transforming the service experience, to innovating for your customers.

## Comprehensive integration.

Digital excellence requires the integration of all aspects of service delivery including operations, projects, performance, and planning. Capgemini's ServiceNow offerings help you accomplish this while keeping the focus on higher-level business priorities. The result is that Capgemini's ServiceNow offerings serve everyone—not just IT but also end users and business stakeholders.

## Global scale.

Capgemini is a global enterprise with facilities in more than 100 countries. We can assist you with your ServiceNow deployment quickly, locally, and at any scale, virtually anywhere in the world.

## Sector-specific experience.

Capgemini has expertise in all industry sectors, business functions, and lines of business, and has served more than 250 clients with ServiceNow deployments worldwide.

## Lower risks and costs, higher service quality.

With Capgemini's ServiceNow offerings, costs and risks decrease as technologies and suppliers are more effectively managed. Processes become repeatable and reliable. And service levels improve because they are benchmarked and monitored more consistently and effectively.

## Collaborative implementation.

Capgemini brings to the table a team of professionals who have the right ServiceNow experience, who understand the unique needs of each client, and who truly collaborate not only with ServiceNow technicians but with your entire team and your suppliers to deliver success.

## Enterprise-grade reliability, performance, and security.

Capgemini's ServiceNow offerings provide true enterprise-class tools and infrastructure; they also adhere to stringent SLA benchmarks such as performance, uptime, and scalability. The result is that you radically improve processes without sacrificing security or compromising on anything else.

# Expand the boundaries of digital excellence.

Never compromise on your journey to service excellence in the digital age. Take the capabilities of the Now Platform to a new level by enlisting the assistance of Capgemini. Working together, we'll empower you to deliver the service excellence that accomplishes your business objectives.

Contact us to discuss your goals and requirements. We'll help you explore the possibilities and provide sector-specific ServiceNow references.





## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of almost 220,000 team members in more than 40 countries. The Group reported 2019 global revenues of EUR 14.1 billion.

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### People matter, results count.

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